* * * * * * * * * * * * * * WISN-TV

(Milwaukee, WI)

* * * * * * * * * *

ELECTRONIC POLITICAL AND ISSUE ADVERTISING PUBLIC INSPECTION FILE CHECKLIST

This checklist must be completed for each federal, state, and local <u>political ad</u> or federal or state <u>issue</u> <u>ad</u> buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

| | , | accom b r | aone inspection | i i ne ioi 2 years | • | |
|--------|---|-----------|-----------------|--|-----------------|----------|
| Candio | date/Issue | Demo | CRATIN SEN | ATORIAL CAN | MPAIGN C | OMMITTE |
| candid | Dates (if one folder is used per ate, a separate checklist must be eted for each flight) | 10/ | 2/12-11/ | 10/12 | | |
| compre | red for each inght, | | | | <u>Initials</u> | |
| 1. | Executed Political/Issue Advertising Agreement (BPMHL-P3 or NAB PB-1 | 7) | Date: | 10/9/12 | Q | _ |
| 2. | Original contract showing requested time (when available) | | Date: | 8/13/12 | Sc | _, |
| 3. | Updated contracts as order changes. | | Date: | 9/20/12 | <u> </u> | - wale |
| 4. | Invoice of schedule as actually broadcast including amount of rebates given (exact date, time, class of time and amount | 7 1965c | | 10/2/12
10/4/12
10/4/12
10/5/12 | EL
EL | 10/12/12 |
| | for each rebate), if any | | Date: | | | _ |
| | | | | | | |
| | | | Checklist Con | npleted: | | |
| | | By: | | | | |
| | | Date: | | | | |
| | | | | | | |

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

| Station and ℓ | Location: | unillo | | | te:
///z |
|---------------------|--|-----------------|--------------|-------------------|--------------------|
| I, | | NAGELIE | | | |
| do hereby reque | st station time conce | rning the follo | owing issue: | | |
| | | DSCC | IE | | |
| Broadcast
Length | Time of Day,
Rotation or
Package | Days | Class | Times per
Week | Number
of Weeks |
| | As | 5RT | EREC | | |
| Total Char | ges: | | | | |
| Γhis broadcast t | ime will be used by: | | DSCC-IE | | |
| | rogramming (
elating to any | | | | |
| | Yes | | 10 | □ No | |

| For programming that "commun importance," list the name of the office(s) being sought and the da | legally qualified candidate(s) the | e programming refers to, the |
|--|---|--|
| | | |
| For programming that "communi importance," attach Agreed Upor | | olitical matter of national |
| I represent that the payment for t | the above described broadcast tin | ne has been furnished by: |
| 0< | SCC -1E | |
| and you are authorized to announ furnishing the payment, if other t | | erson or entity. The entity |
| a corporation; a comm | ittee; \square an association; \square o | r other unincorporated group. |
| agonto of the onite, are named to | | WASHINGTON DC 20003 |
| THIS STATION DOES NOT DIS
OF RACE OR ETHNICITY IN T | | SCRIMINATION ON THE BASIS
ISING. |
| I agree to indemnify and hold harm
reasonable attorney's fees, that may
advertisement(s). For the above-st
transcript, or tape, which will be
before the time of the scheduled b | ensue from the broadcast of the ated broadcast(s), I also agree delivered to the station at least | above-requested to prepare a script, |
| TO BE SIG | NED BY ISSUE ADVE | ERTISER |
| 4/27/12 /S | imatika | 202 - 338 - 8700
Contact Phone Number |
| V | ignatu ^r e
ED BY STATION REP | |
| Accepted | Accepted in Part | Rejected |
| Signature | Printed Name | Title |

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

| Broadcast
Length | Time of Day,
Rotation or
Package | Days | Class | Times per
Week | Number
of Weeks |
|--|--|------|-------|-------------------|--|
| | | | | | |
| | AS | 04 | IDER | ED | |
| ** The second se | | | | | Company of the control of the contro |

| Total Charges: |
|-----------------------|
|-----------------------|

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.

CONTRACT

Contract Agreement Between:

WISN TV

WWW.wisn.com

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order # 939457 06262067 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 Original Date / Revision <u>Advertiser</u> **Democratic Senatorial Campaign Committee** 08/03/12 / 08/13/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Account Executive Station Sales Office WISN Will Hildebrandt HRP -Washingto Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 49 53 Agency Ref Advertiser Ref

Spots/

| | | | | | | Spois/ | | | | |
|----------------|-------------|-----------------|------------|----------------|------|-------------|------|---------------------|------|-------------|
| *Line Ch Start | Date End D | ate Description | าก | Start/End Time | Days | Length Week | Rate | Type S _l | pots | Amount |
| N 1 WISN 10/02 | /12 11/02/1 | 12 General Ho | ospital | 2-3pm/1-2p | | :30 | | NM | 10 | \$3,500.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$350.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$350.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$350.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$350.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$350.00 | | | | | | |
| N 2 WISN 10/02 | /12 11/02/1 | 2 Late News | 10PM | 10-1030p | | :30 | | NM | 15 | \$24,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$1,600.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$1,600.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 4 | \$1,600.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$1,600.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$1,600.00 | | | | | | |
| N 3 WISN 10/02 | /12 11/02/ | 12 The View | | 10-11am | | :30 | | NM | 14 | \$7,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | i | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$500.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$500.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$500.00 | | | | | | |
| N 4 WISN 10/02 | /12 11/02/ | 12 Late News | 1030PM | 1030p-11p | | :30 | | NM | 5 | \$4,750.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 1 | \$950.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 1 | \$950.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 1 | \$950.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 1 | \$950.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 1 | \$950.00 | | | | | | |
| N 5 WISN 10/02 | /12 11/02/ | 12 Nightline | | 11p-1130p | | :30 | | NM | 8 | \$6,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 1 | \$750.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 1 | \$750.00 | | | | | | |
| | | | | | | | | - | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Week: 10/08/12

10/14/12

-TWTF--

3

Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 08/03/12 / 08/13/12 Democratic Senatorial Ca

Spots/ Ch Start Date End Date Description Start/End Time Length Week Days Rate Type Spots Amount Spots/Week Start Date End Date **Weekdays** Rate Week: 10/15/12 10/21/12 -TWTF--2 \$750.00 Week: 10/22/12 10/28/12 -TWTF--2 \$750.00 Week: 10/29/12 11/04/12 -TWTF--2 \$750.00 WISN 10/02/12 11/02/12 ANDERSON COOPER M-F 11A-12P :30 NM 14 \$3,150.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$225.00 Week: 10/08/12 -TWTF--2 10/14/12 \$225.00 Week: 10/15/12 10/21/12 -TWTF--3 \$225.00 Week: 10/22/12 10/28/12 -TWTF--3 \$225.00 Week: 10/29/12 -TWTF--11/04/12 4 \$225.00 WISN 10/09/12 11/02/12 THE CHEW 12P-1P :30 NM 8 \$2,400.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 2 -TWTF--\$300.00 Week: 10/15/12 10/21/12 -TWTF--2 \$300.00 Week: 10/22/12 10/28/12 -TWTF--2 \$300.00 Week: 10/29/12 11/04/12 -TWTF--2 \$300.00 WISN 10/02/12 11/02/12 KATIE COURIC M-F 2-3P :30 NM 10 \$4,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF-2 \$400.00 Week: 10/08/12 10/14/12 2 -TWTF--\$400.00 Week: 10/15/12 10/21/12 -TWTF--2 \$400.00 Week: 10/22/12 10/28/12 -TWTF--2 \$400.00 Week: 10/29/12 11/04/12 -TWTF--2 \$400.00 WISN 10/02/12 11/02/12 3-4p 3-4p :30 NM 10 \$5,000.00 Start Date End Date **Weekdays** Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$500.00 Week: 10/08/12 10/14/12 -TWTF--2 \$500.00 Week: 10/15/12 10/21/12 -TWTF--2 \$500.00 Week: 10/22/12 10/28/12 -TWTF--2 \$500.00 Week: 10/29/12 11/04/12 -TWTF--2 \$500.00 N 10 WISN 10/02/12 11/02/12 DR. OZ 4P-5P :30 NM \$6,000.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$600.00 Week: 10/08/12 10/14/12 -TWTF--2 \$600.00 Week: 10/15/12 10/21/12 -TWTF--2 \$600.00 Week: 10/22/12 10/28/12 -TWTF--2 \$600.00 Week: 10/29/12 11/04/12 -TWTF--2 \$600.00 N 11 WISN 10/02/12 11/02/12 News M-F 5p 5-530pm :30 NM 14 \$14,000.00 Weekdays Start Date **End Date** Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$1,000.00 Week: 10/08/12 10/14/12 -TWTF--3 \$1,000.00 Week: 10/15/12 10/21/12 -TWTF--3 \$1,000.00 Week: 10/22/12 10/28/12 -TWTF--3 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF--3 \$1,000.00 12 WISN 10/02/12 11/02/12 News M-F 5a 5-6A NM 15 \$5,250.00 Start Date <u>Weekdays</u> End Date Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--\$350.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

\$350.00

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08/03/12 / 08/13/12



| | Contract / Revision
939457 / | Alt Order #
06262067 |
|---------------------------------------|---------------------------------|-------------------------|
| Contract Dates
10/02/12 - 11/06/12 | Product
DSCC-IE | Estimate #
1533 |
| Advertiser | Or | iginal Date / Revision |

Democratic Senatorial Ca

| | | | | <u> </u> | | | | | | |
|-------------------------------------|------------------------|--------------------------|---------------------------|---------------------------|----------|-------------|------|-------|-------------|---|
| *Line Ch Start | Date End I | Date Description | nn. | Start/End Time | 5 | Spots/ | | | | |
| Start Date | End Date | Weekdays | Spots/Week | | Days | Length Week | Rate | Туре | Spots | Amount |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | <u>Rate</u>
\$350.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$350.00 | | | | 1 | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$350.00 | | | | | | |
| N 13 WISN 10/02 | 2/12 11/02/ | /12 News M-F | 6p | 6-630pm | | :30 | | NM | 4.4 | 646 000 00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | .50 | | IVIVI | 14 | \$16,800.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$1,200.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$1,200.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$1,200.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$1,200.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 3 | \$1,200.00 | | | | 1 | | |
| N 14 WISN 10/02 | | | | 6-7A | | :30 | | NM | 15 | \$15,000.00 |
| <u>Start Date</u>
Week: 10/01/12 | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | Ψ10,000, 0 0 |
| Week: 10/08/12 | 10/07/12
10/14/12 | -TWTF | 2 | \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/14/12 | -TWTF | 3 | \$1,000.00 | | | | 1 | | |
| Week: 10/22/12 | 10/21/12 | -TWTF
-TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| | | | 4 | \$1,000.00 | | | | | | |
| N 15 WISN 10/02
Start Date | /12 11/02/
End Date | | _ = | 630p-7pm | | :30 | | NM | 12 | \$10,200.00 |
| Week: 10/01/12 | 10/07/12 | <u>Weekdays</u>
-TWTF | Spots/Week | Rate | | | | | | , |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2
2 | \$850.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$850.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$850.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 3 | \$850.00
\$850.00 | | | | | | |
| N 16 WISN 10/02 | | | | | | | | | | |
| Start Date | End Date | 12 Good Morn
Weekdays | ing America
Spots/Week | 7-9a | | :30 | | NM | 21 | \$21,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 3 | <u>Rate</u>
\$1,000.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 4 | \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 4 | \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 5 | \$1,000.00 | | | | Ī | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 5 | \$1,000.00 | | | | - 1 | | |
| N 17 WISN 10/02/ | 12 11/02/1 | 12 LIVE WITH | KELLYI | 9-10am | | -00 | | | | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | :30 | | MM | 14 | \$6,300.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$450.00 | | | | ı | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$450.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$450.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$450.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$450.00 | | | | | | |
| N 18 WISN 10/26/ | 12 10/26/1 | 2 2020 | | Fri 9-10p | | :30 | | NM | | |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | .50 | | INIVi | 1 | \$3,000.00 |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$3,000.00 | | | | | | |
| N 19 WISN 10/08/ | | 2 Dancing | | Prime Other | | :30 | | NM | _ | #DE 000 00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .00 | | MINI | 5 | \$25,000.00 |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$5,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$5,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$5,000.00 | | | | 1 | | |
| Week: 10/29/12
Week: 11/05/12 | 11/04/12 | 1 | 1 | \$5,000.00 | | | | | | |
| vveek. 11/05/12 | 11/11/12 | 1 | 1 | \$5,000.00 | | | | 1 | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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| | Contract / Revision
939457 / | Alt Order #
06262067 | 7 |
|---------------------------------------|---------------------------------|-------------------------|---|
| Contract Dates
10/02/12 - 11/06/12 | Product
DSCC-IE | Estimate # 1533 | |

Advertiser Original Date / Revision Democratic Senatorial Ca 08/03/12 / 08/13/12

| *Line Ch Start | Date End D | ate Descriptio | n | Start/End Time | Spots/
Days Length Week | Rate Type | Spots | A |
|---|------------------------|--------------------------|-----------------|-------------------------|----------------------------|-----------|-------|------------|
| Start Date | End Date | Weekdays | Spots/Week | Rate | Dayo Lengar Week | rate type | Spots | Amount |
| N 20 WISN 10/22 | /12 10/29/ | | | Mon 9-10p | :30 | NM | 2 | \$8,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | 100 | 14141 | " | φο,υυυ.υυ |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$4,000.00 | | | 1 | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$4,000.00 | | |] | |
| N 21 WISN 10/06.
Start Date | | | | 10-1035p | :30 | NM | 5 | \$3,000.00 |
| Week: 10/01/12 | End Date
10/07/12 | Weekdays
1- | Spots/Week
1 | <u>Rate</u>
\$600.00 | | | | |
| Week: 10/08/12 | 10/14/12 | 1- | 1 | \$600.00 | | | | |
| Week: 10/15/12 | 10/21/12 | 1- | 1 | \$600.00 | | | | |
| Week: 10/22/12 | 10/28/12 | 1- | 1 | \$600.00 | | | ļ | |
| Week: 10/29/12 | 11/04/12 | 1- | 1 | \$600.00 | | | | |
| N 22 WISN 10/13/ | | 12 College Foo | otball Game #2 | 230p-6p | :30 | NM | 1 1 | \$6,500.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | ΨΟ,500.00 |
| Week: 10/08/12 | 10/14/12 | 1- | 1 | \$6,500.00 | | | | |
| N 23 WISN 10/06/ | | - 1 | | 6-630pm | :30 | NM | 5 | \$2,500.00 |
| Start Date Week: 10/01/12 | End Date
10/07/12 | <u>Weekdays</u>
1- | Spots/Week | <u>Rate</u>
\$500.00 | | | | |
| Week: 10/08/12 | 10/14/12 | 1- | 1 | \$500.00 | | | | |
| Week: 10/15/12 | 10/21/12 | 1- | 1 | \$500.00 | | | | |
| Week: 10/22/12 | 10/28/12 | 1- | 1 | \$500.00 | | | | |
| Week: 10/29/12 | 11/04/12 | 1- | 1 | \$500.00 | | | | |
| N 24 WISN 10/13/ | 12 11/03/1 | 2 Sa 458-6a | | 456-6AM | :30 | NM | 4 | \$800.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | ,55 | 14(4) | 7 | \$600,00 |
| Week: 10/08/12 | 10/14/12 | 1- | 1 | \$200.00 | | | | |
| Week: 10/15/12
Week: 10/22/12 | 10/21/12
10/28/12 | 1- | 1 | \$200.00 | | | | |
| Week: 10/29/12 | 11/04/12 | 1-
1- | 1 | \$200.00
\$200.00 | | | | |
| N 25 WISN 10/06/ | | | , | | | |] | |
| Start Date | 12 11/03/1
End Date | 2 News Sa 6p
Weekdays | Spots/Week | 6-630pm | :30 | NM | 5 | \$3,500.00 |
| Week: 10/01/12 | 10/07/12 | 1- | 1 | <u>Rate</u>
\$700.00 | | | | |
| Week: 10/08/12 | 10/14/12 | 1- | 1 | \$700.00 | | | | |
| Week: 10/15/12 | 10/21/12 | 1- | 1 | \$700.00 | | | | |
| Week: 10/22/12 | 10/28/12 | 1- | 1 | \$700.00 | | | | |
| Week: 10/29/12 | 11/04/12 | 1- | 1 | \$700.00 | | | | |
| N 26 WISN 10/06/ | | | | 6-7a | :30 | NM | 5 | \$3,000.00 |
| <u>Start Date</u>
Week: 10/01/12 | End Date
10/07/12 | Weekdays
1- | Spots/Week | Rate | | | | |
| Week: 10/08/12 | 10/14/12 | 1- | 1 | \$600.00
\$600.00 | | | | |
| Week: 10/15/12 | 10/21/12 | 1- | 1 | \$600.00 | | | | |
| Week: 10/22/12 | 10/28/12 | 1- | 1 | \$600.00 | | | | |
| Week: 10/29/12 | 11/04/12 | 1- | 1 | \$600.00 | | | | |
| N 27 WISN 10/20/ | 12 11/03/1 | 2 SA 630-7p | | 630p-7p | :30 | NM | 2 | \$1,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | 1414) | | \$1,000.00 |
| Week: 10/15/12 | 10/21/12 | 1- | 1 | \$500.00 | | | | |
| Week: 10/22/12
Week: 10/29/12 | 10/28/12
11/04/12 | 1- | 0 | \$0.00 | | | | |
| | | | 1 | \$500.00 | | | | |
| N 28 WISN 10/13/10/13/10/15 N 28 WISN 10/13/10/10/10/10/10/10/10/10/10/10/10/10/10/ | | 2 Sat 630-7p
Weekdays | Spots/Week | 630-7p | :30 | NM | 2 | \$2,000.00 |
| Stait Date | THE DAKE | VVCCRUAYS | Opota/vveek | Rate | | | l | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



| | Contract / Revision | Alt_Order # |
|---------------------------------------|---------------------|-----------------|
| | 939457 / | 06262067 |
| Contract Dates
10/02/12 - 11/06/12 | Product
DSCC-IE | Estimate # 1533 |

| Advertiser | Original Date / Revision |
|--------------------------|--------------------------|
| Democratic Senatorial Ca | 08/03/12 / 08/13/12 |
| | |

| Alter Of Or I | 5 / 5 15 | | | | | Spots/ | | | | |
|-------------------------------------|-------------------------|--------------------------|--------------------------|---------------------------|------|-------------|------|--------|------|------------|
| *Line Ch Start | | | | Start/End Time | Days | Length Week | Rate | Type S | pots | Amount |
| Start Date Week: 10/08/12 | End Date
10/14/12 | Weekdays
1- | <u>Spots/Week</u>
1 | Rate | | | | | | |
| Week: 10/15/12 | 10/21/12 | | Ö | \$1,000.00
\$0.00 | | | | - 1 | | |
| Week: 10/22/12 | 10/28/12 | 1- | 1 | \$1,000.00 | | | | | | |
| N 29 WISN 10/06 | /12 10/20/ | 12 ABC Prime | College Footbal | . , | | :30 | | NM | • | #2 000 00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .30 | | IAIAI | 3 | \$3,000.00 |
| Week: 10/01/12 | 10/07/12 | 1- | 1 | \$1,000.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | | 0 | \$0.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 2- | 2 | \$1,000.00 | | | | | | |
| N 30 WISN 10/13 | | 12 News Sat 7 | | 7-9am | | :30 | | NM | 4 | \$1,800,00 |
| <u>Start Date</u>
Week: 10/08/12 | End Date | Weekdays | Spots/Week | Rate | | | | | | , , |
| Week: 10/15/12 | 10/14/12
10/21/12 | 1-
1- | 1 | \$450.00 | | | | | | |
| Week: 10/22/12 | 10/21/12 | 1- | 1 | \$450.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1- | 1 | \$450.00
\$450.00 | | | | ŀ | | |
| N 31 WISN 10/07 | | | 40 | | | | | | | |
| Start Date | /12 11/04/1
End Date | 12 Late News
Weekdavs | Spots/Week | 10p-1030p | | :30 | | NM | 5 | \$8,000.00 |
| Week: 10/01/12 | 10/07/12 | 1 | <u> 30013/4466k</u>
1 | <u>Rate</u>
\$1,600.00 | | | | 1 | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$1,600.00 | | | | ı | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,600.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,600.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,600.00 | | | | | | |
| N 32 WISN 10/14/ | /12 11/04/1 | 2 Late News | SU 1030PM | 1030p-11p | | :30 | | NM | 4 | \$3,800.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | 45,555.55 |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$950.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$950.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$950.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$950.00 | | | | | | |
| N 33 WISN 10/14/ | | | | 458-6AM | | :30 | | NM | 4 | \$800.00 |
| Start Date Week: 10/08/12 | End Date
10/14/12 | Weekdays | Spots/Week | <u>Rate</u>
\$200.00 | | | | 1 | | |
| Week: 10/15/12 | 10/14/12 | 1 | 1 | \$200.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$200.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$200.00 | | | | | | |
| N 34 WISN 10/07/ | | 2 News Sun | 530pm | 530-6p | | :30 | | NM | 5 | \$2 EAR AC |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .50 | | 14141 | Ð | \$2,500.00 |
| Week: 10/01/12 | 10/07/12 | 1 | 1 | \$500.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$500.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$500.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$500.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$500.00 | | | | | | |
| N 35 WISN 10/07/ | | | | 6-7a | | :30 | | NM | 5 | \$2,000.00 |
| Start Date | End Date
10/07/12 | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/01/12
Week: 10/08/12 | 10/07/12 | 1
1 | 1 | \$400.00 | | | | | | |
| Week: 10/15/12 | 10/14/12 | 1 | 1 | \$400.00 | | | | l | | |
| Week: 10/13/12
Week: 10/22/12 | 10/21/12 | 1 | 1 | \$400.00
\$400.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$400.00 | | | | | | |
| N 36 WISN 10/21/ | | | 1 | | | .20 | | 3134 | , | |
| IN DO NAION IOIST | 14 10/4//1 | Z OHUE | | Sun 7-8p | | :30 | | NM | 1 | \$2,500.00 |

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| | Contract / Revision
939457 / | <u>Alt Order #</u>
06262067 |
|---------------------|---------------------------------|--------------------------------|
| Contract Dates | Product | Estimate # |
| 10/02/12 - 11/06/12 | DSCC-IE | 1533 |

Advertiser Original Date / Revision 08/03/12 / 08/13/12 **Democratic Senatorial Ca**

| *Line Ch Start | Date End D | ate Descriptio | n | Start/End Time | Days | Spots/
Length Week | Rate | Type S | Spots | Amount |
|-------------------------------------|-------------------------|-----------------------|-----------------|---------------------------|------|-----------------------|------|--------|-------|-------------|
| Start Date
Week: 10/15/12 | End Date
10/21/12 | Weekdays
1 | Spots/Week | Rate
\$2,500.00 | | <u> </u> | | T | | |
| N 37 WISN 10/07 | | | · | 7-9am | | :30 | | NM | _ | #0 000 no |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .30 | | INIVE | 5 | \$2,000.00 |
| Week: 10/01/12 | 10/07/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$400.00 | | | | | | |
| N 38 WISN 10/14 | /12 11/04/ ⁻ | 12 This Week | With George Ste | p930-1030am | | :30 | | NM | 2 | \$2,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$1,000.00 | | | | l | | |
| Week: 10/15/12
Week: 10/22/12 | 10/21/12
10/28/12 | | 0 | \$0.00 | | | | l | | |
| Week: 10/29/12 | 11/04/12 | 1 | 0
1 | \$0.00 | | | | | | |
| | | | | \$1,000.00 | | | | | | |
| N 39 WISN 10/09/
Start Date | | | | Tue 7-8p | | :30 | | NM | 2 | \$10,000.00 |
| Week: 10/08/12 | End Date
10/14/12 | <u>Weekdays</u>
-1 | Spots/Week
1 | <u>Rate</u>
\$5,000.00 | | | | ŀ | | |
| Week: 10/15/12 | 10/21/12 | | o
O | \$0.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -1 | 1 | \$5,000.00 | | | | | | |
| N 40 WISN 10/02/ | /12 10/09/ | 12 HappyEnd | | Tue 8-9p | | :30 | | NM | 2 | \$5,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .30 | | INIVI | 2 | \$5,000.00 |
| Week: 10/01/12 | 10/07/12 | -1 | 1 | \$2,500.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -1 | 1 | \$2,500.00 | | | | i | | |
| N 41 WISN 10/02/ | /12 10/30/ ⁻ | 12 PrivatePrac | tice | Tue 9-10p | | :30 | | NM | 3 | \$6,600.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | 7-,000.00 |
| Week: 10/01/12 | 10/07/12 | -1 | 1 | \$2,200.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | | 0 | \$0.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -1 | 1 | \$2,200.00 | | | | l | | |
| Week: 10/22/12
Week: 10/29/12 | 10/28/12
11/04/12 | -1 | 0
1 | \$0.00 | | | | 1 | | |
| | | | l | \$2,200.00 | | | | | | |
| N 42 WISN 10/16/ | | | C4-4811- | Tue 8-9p | | :30 | | NM | 3 | \$9,000.00 |
| <u>Start Date</u>
Week: 10/15/12 | End Date
10/21/12 | <u>Weekdays</u>
-1 | Spots/Week
1 | <u>Rate</u>
\$3,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -1 | 1 | \$3,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -1 | 1 | \$3,000.00 | | | | 1 | | |
| N 43 WISN 10/27/ | | 12 College Foo | otball Game #2 | 230p-6p | | :30 | | NM | 4 | 67.000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .30 | | IVIVI | 1 | \$7,000.00 |
| Week: 10/22/12 | 10/28/12 | 1- | 1 | \$7,000.00 | | | | | | |
| N 44 WISN 11/03/ | 12 11/03/1 | 12 ABC Prime | College Footbal | 7-1030p | | :30 | | NM | 2 | \$2,600.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | () | - | \$2,000.00 |
| Week: 10/29/12 | 11/04/12 | 2- | 2 | \$1,300.00 | | | | | | |
| N 45 WISN 10/28/ | 12 10/28/1 | 12 Sun 9-930A | | 9-930A | | :30 | | NM | 2 | \$450.00 |
| Start Date | End Date | Weekdays | Spots/Week | <u>Rate</u> | | | | | _ | |
| Week: 10/22/12 | 10/28/12 | 2 | 2 | \$225.00 | | | | | | |
| N 46 WISN 10/22/ | | | | 2-3pm/1-2p | | :30 | | NM | 1 | \$350.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$350.00 | | | | , | | |
| N 47 WISN 11/06/ | 12 11/06/1 | 12 General Ho | spitai | 2-3pm/1-2p | | :30 | | NM | 1 | \$350.00 |

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\$6,000.00



Week: 10/29/12

Week: 11/05/12

Week: 10/08/12

Start Date

11/04/12

11/11/12

End Date 10/14/12

Weekdays

N 57 WISN 10/08/12 11/05/12 News M-F 6p

| | Contract / Revision
939457 / | Alt Order #
06262067 |
|---------------------|---------------------------------|-------------------------|
| Contract Dates | Product | Estimate # |
| 10/02/12 - 11/06/12 | DSCC-IE | 1533 |
| | | |

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 08/03/12 / 08/13/12

| Start Carlo Start Star | | | | | | | | Spots/ | | | | |
|--|---------|---------------------------------------|------------|---------------|------------|---|------|--------|------|-------|-------|------------|
| Week: 11/05/12 11/11/12 -1 1 \$350.00 NM 4 \$6,400.00 | *Line | Ch Start (| Date End D | ate Descripti | on | Start/End Time | Days | • | Rate | Type | Spots | Amount |
| N 48 WISN 10/15/12 11/05/12 Late News 10PM Sekdays Spots/Week Sekdays Se | | | | | Spots/Week | | | | | 1 | | |
| Siart Date End Date Week and Start Date Start Dat | Week: | 11/05/12 | 11/11/12 | -1 | 1 | | | | | | | |
| Week: 10/15/12 10/21/12 1 | | | | | | | | :30 | | MM | 4 | \$6,400.00 |
| Week: 10/22/12 10/28/12 1 | | | | | | | | | | 1 | | |
| Week: 11/05/12 | | | | - | • | • | | | | | | |
| Week: 11/05/12 | | | | 1 | 1 | • | | | | | | |
| N 49 WISN 10/15/12 11/05/12 The View Start Date | | | | 1 | i | | | | | | | |
| Start Date End Date Weekdays SpotsWeek Rate Week: 10/22/12 10/28/12 1 1 \$500.00 | | · · · · · · · · · · · · · · · · · · · | | 12 The View | • | | | -30 | | MM | 1 | \$2,000,00 |
| Week: 1075/12 1072/1/2 1 | | | | | Spots/Week | | | .00 | | 1434 | 7 | Ψ2,000.00 |
| Week: 10/29/12 11/04/12 1 1 \$500.00 | | | | | _ | | | | | | | |
| N 50 WISN 11/05/12 | Week: | 10/22/12 | | 1 | 1 | \$500.00 | | | | | | |
| N S0 WISN 11/06/12 11/06/12 The View Weekdays Spots/Week Rate S500.00 N S1 MIN S500.00 S1at Date End Date Meekdays Spots/Week Rate S25.00 S1at Date Meek S25.00 Meek: 10/02/12 11/04/12 1 1 S225.00 Meek: 10/02/12 11/04/12 1 1 S205.00 Meek: 10/02/12 11/04/12 1 1 S500.00 Meek: 10/02/12 11/05/12 11 | Week: | 10/29/12 | 11/04/12 | 1 | 1 | | | | | | | |
| Start Date End Date Weekdays Spots/Week Spots/W | Week: | 11/05/12 | 11/11/12 | 1 | 1 | \$500.00 | | | | | | |
| Week: 11/05/12 11/15/12 11/05/12 11/05/12 ANDERSON COOPER M-F 11A-12P :30 NM 4 \$900.00 | N 50 W | /ISN 11/06/ | 12 11/06/1 | 12 The View | | 10-11am | | :30 | | NM | 1 | \$500.00 |
| N 51 WISN 10/15/12 11/05/12 ANDERSON COOPER M-F 11A-12P 30 NM 4 \$900.00 | | | | | | | | | | | | |
| Start Date Week: 10/15/12 10/21/12 10/21/12 1 1 1 1 1 1 1 1 1 | Week: | 11/05/12 | 11/11/12 | -1 | 1 | \$500.00 | | | | | | |
| Week: 10/15/12 10/21/12 1 1 \$225.00 Week: 10/22/12 10/28/12 1 1 \$225.00 Week: 10/22/12 11/04/12 1 1 \$225.00 Week: 11/05/12 11/04/12 1 1 \$225.00 Week: 11/05/12 11/04/12 1 1 \$225.00 N 52 WISN 10/29/12 11/05/12 3-4p 3-4p 3-4p 3500.00 Week: 10/29/12 11/04/12 1 1 \$500.00 Week: 11/05/12 11/11/12 1 1 \$500.00 N 53 WISN 11/06/12 11/11/12 1 1 \$500.00 Week: 11/05/12 11/11/12 1 1 \$500.00 N 54 WISN 10/29/12 11/05/12 DR. OZ 4P-5P 30 NM 2 \$1,200.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/05/12 DR. OZ 4P-5P 30 NM 2 \$1,200.00 Week: 11/05/12 11/11/12 1 1 \$600.00 N 55 WISN 10/15/12 11/11/12 1 1 \$600.00 N 55 WISN 10/15/12 11/05/12 News M-F 5p 5-530pm 30 NM 4 \$4,000.00 Week: 10/29/12 11/04/12 1 1 \$1,000.00 Week: 10/29/12 11/04/12 1 1 \$1,000.00 Week: 10/29/12 11/04/12 1 1 \$1,000.00 Week: 10/15/12 11/04/12 1 1 \$1,000.00 | N 51 W | | | | | | | :30 | | NM | 4 | \$900.00 |
| Week: 10/22/12 | 10/ | | | | | | | | | l | | |
| Week: 10/29/12 11/04/12 1 1 \$225.00 Week: 11/05/12 11/11/12 1 1 \$225.00 N 52 WISN 10/29/12 11/05/12 3-4p 3-4p 3-4p 3-6p 3-4p 3- | | | | - | | | | | | i | | |
| N 52 WISN 10/29/12 11/05/12 3-4p 3 | | | | _ | 1 | | | | | | | |
| N 52 WISN 10/29/12 11/05/12 3-4p 3 | | | | _ | 1 | • | | | | | | |
| Start Date End Date Weekdays Spots/Week S500.00 | | | | - | | · · · · · · · · · · · · · · · · · · · | | •30 | | NIM | 2 | £1 000 00 |
| Week: 10/29/12 11/04/12 1 1 \$500.00 Week: 11/05/12 11/11/12 1 1 \$500.00 N 53 WISN 11/06/12 11/06/12 3-4p 3-4p 30 NM 1 \$500.00 N 54 WISN 10/29/12 11/05/12 DR. OZ 4P-5P 30 NM 2 \$1,200.00 Start Date Week: 11/05/12 11/04/12 PR. OZ 4P-5P 30 NM 2 \$1,200.00 Week: 11/05/12 11/04/12 Spots/Week Rate Rate NM 4 \$4,000.00 N 55 WISN 10/15/12 11/05/12 News M-F 5p 5-530pm :30 NM 4 \$4,000.00 Week: 10/15/12 11/05/12 News M-F 5p 5-530pm :30 NM 4 \$4,000.00 Week: 10/15/12 11/05/12 11/05/12 News M-F 5p \$1,000.00 No.00 No.00 No.00 No.00 No.00 No.00 No. | IN 32 V | | | • | Spots/Week | • | | .50 | | INIV | | \$1,000.00 |
| N 53 WISN 11/06/12 11/06/12 3-4p | Week: | | | | | *************************************** | | | | | | |
| Start Date Hold Date Hol | Week: | 11/05/12 | 11/11/12 | 1 | 1 | \$500.00 | | | | | | |
| Start Date Hold Date Hol | N 53 W | /ISN 11/06/ | 12 11/06/ | 12 3-4p | | 3-4n | | :30 | | NM | 1 | \$500.00 |
| N 54 WISN 10/29/12 11/05/12 DR. OZ | | | | | Spots/Week | | | | | | · | 4000.00 |
| Start Date End Date Weekdays Spots/Week Rate | Week: | 11/05/12 | 11/11/12 | -1 | 1 | \$500.00 | | | | | | |
| Week: 10/29/12 11/04/12 1 1 \$600.00 Week: 11/05/12 11/11/12 1 1 \$600.00 N 55 WISN 10/15/12 11/05/12 News M-F 5p Spots/Week 5-530pm Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1 1 \$1,000.00 Week: 10/22/12 10/28/12 1 1 \$1,000.00 Week: 10/29/12 11/04/12 1 1 \$1,000.00 Week: 11/05/12 11/11/12 1 1 \$1,000.00 N 56 WISN 10/15/12 11/05/12 News M-F 5a Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 \$350.00 Start Date End Date Weekdays Spots/Week Rate Spots/Week Rate Week: 10/15/12 10/21/12 1 1 \$350.00 | N 54 W | VISN 10/29/ | 12 11/05/ | 12 DR. OZ | | 4P-5P | | :30 | | NM | 2 | \$1,200.00 |
| Week: 11/05/12 11/11/12 1 \$600.00 N 55 WISN 10/15/12 11/05/12 News M-F 5p 5-530pm :30 NM 4 \$4,000.00 Start Date Veek: 10/15/12 10/21/12 1 1 \$1,000.00 Week: 10/22/12 10/28/12 1 1 \$1,000.00 Week: 10/29/12 11/04/12 1 1 \$1,000.00 Week: 11/05/12 11/11/12 1 1 \$1,000.00 N M 4 \$1,400.00 Start Date End Date Veekdays Spots/Week Rate Rate Nate Week: 10/15/12 10/21/12 1 1 \$350.00 Rate Nate | | | | | | | | | | | | |
| N 55 WISN 10/15/12 11/05/12 News M-F 5p 5-530pm :30 NM 4 \$4,000.00 Start Date End Date Weekdays Spots/Week Rate | | | | _ | · · | | | | | | | |
| Start Date End Date Weekdays Spots/Week Rate | Week: | 11/05/12 | 11/11/12 | 1 | 1 | \$600.00 | | | | | | |
| Week: 10/15/12 10/21/12 1 \$1,000.00 Week: 10/22/12 10/28/12 1 \$1,000.00 Week: 10/29/12 11/04/12 1 \$1,000.00 Week: 11/05/12 11/11/12 1 \$1,000.00 N 56 WISN 10/15/12 11/05/12 News M-F 5a 5-6A :30 NM 4 \$1,400.00 Start Date Veek: 10/15/12 End Date Veekdays Spots/Week Veek: 10/15/12 Rate Veek: 10/15/12 10/21/12 1 \$350.00 | N 55 W | | | | | • | | :30 | | NM | 4 | \$4,000.00 |
| Week: 10/22/12 10/28/12 1 1 \$1,000.00 Week: 10/29/12 11/04/12 1 1 \$1,000.00 Week: 11/05/12 11/11/12 1 1 \$1,000.00 N 56 WISN 10/15/12 11/05/12 News M-F 5a 5-6A :30 NM 4 \$1,400.00 Start Date Week: 10/15/12 End Date 10/21/12 Weekdays 1 1 \$350.00 | 1871 | | | | Spots/Week | | | | | | | |
| Week: 10/29/12 11/04/12 1 1 \$1,000.00 Week: 11/05/12 11/11/12 1 1 \$1,000.00 N 56 WISN 10/15/12 11/05/12 News M-F 5a 5-6A :30 NM 4 \$1,400.00 Start Date Week: 10/15/12 End Date 10/21/12 Weekdays 1 1 \$350.00 | | | | - | 1 | • | | | | | | |
| Week: 11/05/12 11/11/12 1 1 \$1,000.00 N 56 WISN 10/15/12 11/05/12 News M-F 5a 5-6A :30 NM 4 \$1,400.00 Start Date Week: 10/15/12 End Date Uvekdays Spots/Week Tells Rate State Stat | | | | _ | • | • | | | | | | |
| N 56 WISN 10/15/12 11/05/12 News M-F 5a 5-6A :30 NM 4 \$1,400.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1 1 \$350.00 | | | | _ | 1 | • | | | | | | |
| <u>Start Date End Date Weekdays Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 1 1 \$350.00 | | | | | · | ····· | | .20 | | NIRE | , | 64 400 00 |
| Week: 10/15/12 10/21/12 1 1 \$350.00 | ע מכ או | | | | | | | :50 | | INIVI | 4 | \$1,4UU.UU |
| | Week: | | | | 1 | | | | | | | |
| Week: 10/22/12 10/28/12 1 1 \$350.00 | | | | 1 | 1 | | | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

:30

\$350.00

\$350.00

Rate \$1,200.00

6-630pm

Spots/Week

1

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

08/03/12 / 08/13/12



| | Contract / Revision | Alt Order # | ٦ | | | |
|---------------------|--------------------------|-------------|---|--|--|--|
| | 939457 / | 06262067 | | | | |
| Contract Dates | Product | Estimate # | 7 | | | |
| 10/02/12 - 11/06/12 | DSCC-IE | 1533 | | | | |
| Advertiser | Original Date / Revision | | | | | |

| *Line Ch Start | Date End D | ate Descript | ion | Start/End Time | Davs | Spots/ | Data Tur | - C t- | |
|----------------------------------|------------------------|----------------------|-----------------|-------------------------|------|-------------|----------|----------|---|
| Start Date | End Date | Weekdays | Spots/Week | Rate | Days | Length Week | Rate Typ | e Spots | Amount |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,200.00 | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,200.00 | | | | 1 | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,200.00 | | | | 1 | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,200.00 | | | | 1 | |
| N 58 WISN 10/15 | /12 11/05/ | 12 News M-I | - 6a | 6-7A | | :30 | NI | 1 4 | 94.000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | 100 | 1411 | ' " | \$4,000.00 |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,000.00 | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,000.00 | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,000.00 | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,000.00 | | | | 1 | |
| N 59 WISN 11/06 | | 12 News M-F | - 6a | 6-7A | | :30 | NN | 1 1 | \$1,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | Ψ1,000.00 |
| Week: 11/05/12 | 11/11/12 | -1 | 11 | \$1,000.00 | | | | | |
| N 60 WISN 10/22 | | 12 Entertainr | nent Tonight | 630p-7pm | | :30 | NI | 3 | \$2,550.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | V~,000.00 |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$850.00 | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$850.00 | | | | i | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$850.00 | | | | 1 | |
| N 61 WISN 10/08/ | | | ning America | 7-9a | | :30 | NN | 5 | \$5,000.00 |
| Start Date Week: 10/08/12 | End Date | Weekdays | Spots/Week | Rate | | | | | , = , = = = = = = = = = = = = = = = = = |
| Week: 10/05/12 | 10/14/12
10/21/12 | 1 | 1 | \$1,000.00 | | | | | |
| Week: 10/13/12
Week: 10/22/12 | 10/21/12 | I | 1 | \$1,000.00 | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,000.00 | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,000.00 | | | | | |
| | | <u>-</u> | <u> </u> | \$1,000.00 | | | | _ | |
| N 62 WISN 11/06/ | | | ning America | 7-9a | | :30 | NN | 1 1 | \$1,000.00 |
| Start Date Week: 11/05/12 | End Date
11/11/12 | Weekdays
-1 | Spots/Week
1 | <u>Rate</u> | | | | | |
| | | | | \$1,000.00 | | | | _ | |
| N 63 WISN 10/15/
Start Date | 12 11/05/1
End Date | | | 9-10am | | :30 | NN | 4 | \$1,800.00 |
| Week: 10/15/12 | 10/21/12 | <u>Weekdays</u>
1 | Spots/Week | <u>Rate</u>
\$450.00 | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$450.00
\$450.00 | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$450.00
\$450.00 | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$450.00 | | | | | |
| | | | | Ψ100.00 | | | | <u> </u> | |
| | | | | | | Totals | 3 | 350 | \$321,650.00 |

Democratic Senatorial Ca

| Time Period | # of Spots | Gross Amount | Net Amoun | | |
|--------------------|------------|--------------|--------------|--|--|
| 10/01/12 -10/28/12 | 249 | \$231,950.00 | \$197,157.50 | | |
| 10/29/12 -11/06/12 | 101 | \$89,700.00 | \$76,245.00 | | |
| Totals | 350 | \$321,650,00 | \$273,402.50 | | |

| Signature: Date: | |
|------------------|--|
|------------------|--|

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

| (b) The Station shall exercise no | mal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commerci |
|---|--|
| materials and other property furnished by the Agency in connect | on with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in |
| connection with broadcasts except after its prior approval. | |

- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

CONTRACT

Z

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order # 939457 06262067 1 1 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 Original Date / Revision <u>Advertiser</u> **Democratic Senatorial Campaign Committee** 09/18/12 / 09/18/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC **Broadcast** Cash Account Executive Station Sales Office WISN Will Hildebrandt HRP -Washingt Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 49 53 Agency Ref Advertiser Ref

Spots/

| | | | | | | 3p0is/ | | | | |
|----------------|--------------------------|-----------------|------------|----------------|------|-------------|------|--------|------|-------------|
| *Line Ch Start | Date End D | ate Description | on | Start/End Time | Days | Length Week | Rate | Type S | pots | Amount |
| 1 WISN 10/02 | 2/12 11/02/ ² | 12 General Ho | ospital | 2-3pm/1-2p | | :30 | | NM | 10 | \$3,500.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$350.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$350.00 | | | | 1 | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$350.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$350.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$350.00 | | | | | | |
| 2 WISN 10/02 | 2/12 11/02/ | 12 Late News | 10PM | 10-1030p | | :30 | | NM | 15 | \$24,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | I | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$1,600.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$1,600.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 4 | \$1,600.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$1,600.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$1,600.00 | | | | | | |
| 3 WISN 10/02 | 2/12 11/02/ | 12 The View | | 10-11am | | :30 | | NM | 14 | \$7,000.00 |
| Start Date | | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$500.00 | | | | 1 | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$500.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$500.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$500.00 | | | | | | |
| 4 WISN 10/02 | 2/12 11/02/ | 12 Late News | 1030PM | 1030p-11p | | :30 | | NM | 5 | \$4,750.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 1 | \$950.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 1 | \$950.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 1 | \$950.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 1 | \$950.00 | | | | | | |
| Week; 10/29/12 | 11/04/12 | -TWTF | 1 | \$950.00 | | | | - 1 | | |
| 5 WISN 10/02 | 2/12 11/02 <i>i</i> | 12 Nightline | | 11p-1130p | | :30 | | NM | 8 | \$6,000.00 |
| Start Date | | Weekdays | Spots/Week | <u>Rate</u> | | | | | | • |
| Week: 10/01/12 | 10/07/12 | -TWTF | 1 | \$750.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 1 | \$750.00 | | | | | | |
| | | | | | | | | _ | | |

^{(*} Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Original Date / Revision

09/18/12 / 09/18/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

| | Contract / Revision
939457 / 1 | Alt Order #
06262067 | |
|--------------------|-----------------------------------|-------------------------|--|
| ontract Dates | Product | Estimate # | |
| 0/02/12 - 11/06/12 | DSCC-IE | 1533 | |

Democratic Senatorial Ca

Advertiser

| | | | | | | Spots/ | | | | |
|----------------------------------|-------------------------|--------------------------|-----------------|---------------------------|------|-------------|------|--------|------|-------------|
| *Line Ch Start | Date End D | ate Descriptio | n | Start/End Time | Days | Length Week | Rate | Type S | pots | Amount |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/15/12
Week: 10/22/12 | 10/21/12
10/28/12 | -TWTF
-TWTF | 2
2 | \$750.00
\$750.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$750.00
\$750.00 | | | | i | | |
| | | | | · | | | | | | ** |
| 6 WISN 10/02 | | | N COOPER | M-F 11A-12P | | :30 | | NM | 14 | \$3,150.00 |
| Start Date Week: 10/01/12 | End Date
10/07/12 | <u>Weekdays</u>
-TWTF | Spots/Week
2 | <u>Rate</u>
\$225.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$225.00 | | | | 1 | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$225.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$225.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$225.00 | | | | | | |
| 7 WISN 10/09 | /12 11/02/ | 12 THE CHEV | V | 12P-1P | | :30 | | NM | 8 | \$2,400.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$300.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$300.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$300.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$300.00 | | | | | | |
| 8 WISN 10/02 | /12 11/02/ ⁻ | 12 KATIE CO | JRIC | M-F 2-3P | | :30 | | NM | 10 | \$4,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$400.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$400.00 | | | | I | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$400.00 | | | | 1 | | |
| Week: 10/22/12
Week: 10/29/12 | 10/28/12
11/04/12 | -TWTF
-TWTF | 2
2 | \$400.00
\$400.00 | | | | 1 | | |
| 9 WISN 10/02 | | | | - | | :30 | | NM | 40 | PE 000 00 |
| Start Date | End Date | 12 3-4p
Weekdays | Spots/Week | 3-4p
Rate | | .30 | | IVIVI | 10 | \$5,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$500.00 | | | | 1 | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$500.00 | | | | | | |
| 10 WISN 10/02 | /12 11/02/ ⁻ | 12 DR. OZ | | 4P-5P | · | :30 | | NM | 10 | \$6,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | , |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$600.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$600.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$600.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$600.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$600.00 | | | | | | |
| 11 WISN 10/02 | | 12 News M-F
Weekdays | | 5-530pm | | :30 | | NM | 14 | \$14,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | Spots/Week
2 | <u>Rate</u>
\$1,000.00 | | | | 1 | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$1,000.00 | | | | 1 | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| 12 WISN 10/02 | /12 11/02/ | 12 News M-F | 5a | 5-6A | | :30 | | NM | 15 | \$5,250.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$350.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$350.00 | | | | I | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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| | Contract / Revision
939457 / 1 | Alt Order #
06262067 |
|---------------------|-----------------------------------|-------------------------|
| Contract Dates | Product | Estimate # |
| 10/02/12 - 11/06/12 | DSCC-IE | 1533 |

Advertiser Original Date / Revision 09/18/12 / 09/18/12 **Democratic Senatorial Ca**

| | | | | | | Spots/ | | | | |
|----------------------------------|-------------------------------------|--------------------------|-------------------------|---------------------------|---|-------------|------|---------|-------|-------------|
| *Line Ch Start | Date End D | ate Description | on | Start/End Time | Days | Length Week | Rate | Type S | Spots | Amount |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$350.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$350.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$350.00 | | | | | | |
| 13 WISN 10/02 | | | • | 6-630pm | | :30 | | NM | 14 | \$16,800.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$1,200.00 | | | | | | |
| Week: 10/08/12
Week: 10/15/12 | 10/14/12
10/21/12 | -TWTF | 3 | \$1,200.00
\$1,200.00 | | | | i | | |
| Week: 10/15/12
Week: 10/22/12 | 10/21/12 | -TWTF
-TWTF | 3
3 | \$1,200.00 | | | | l | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 3 | \$1,200.00 | | | | l | | |
| | | | | | | ~~ | | | | |
| 14 WISN 10/02
Start Date | /12 11/02/ ⁻
End Date | 12 News M-F
Weekdays | Spots/Week | 6-7A | | :30 | | NM | 15 | \$15,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | <u>30013/44eek</u>
2 | <u>Rate</u>
\$1,000.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$1,000.00 | | | | | | |
| 15 WISN 10/02 | /12 11/02/ | 12 Entertainn | nent Tonight | 630p-7pm | | :30 | | NM | 12 | \$10,200.00 |
| Start Date | End Date | Weekdays | Spots/Week | <u>Rate</u> | | | | | | • |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$850.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$850.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$850.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$850.00 | | | | i | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 3 | \$850.00 | | | | | | |
| 16 WISN 10/02 | | | ning America | 7-9a | | :30 | | NM | 21 | \$21,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 3 | \$1,000.00 | | | | l | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 4 | \$1,000.00 | | | | l | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 4 | \$1,000.00 | | | | | | |
| Week: 10/22/12
Week: 10/29/12 | 10/28/12
11/04/12 | -TWTF
-TWTF | 5
5 | \$1,000.00 | | | | | | |
| | | | | \$1,000.00 | | | | | | |
| 17 WISN 10/02 | | | | 9-10am | | :30 | | NM | 14 | \$6,300.00 |
| Start Date Week: 10/01/12 | End Date
10/07/12 | <u>Weekdays</u>
-TWTF | Spots/Week
2 | <u>Rate</u>
\$450.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$450.00 | | | | - 1 | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$450.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$450.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$450.00 | | | | | | |
| 18 WISN 10/26 | | 12 2020 | | Fri 9-10p | *************************************** | :30 | | NM | 1 | \$3,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .00 | | , ,,,,, | • | ψο,οσο.οσ |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$3,000.00 | | | | | | |
| 19 WISN 10/08 | | 12 Dancing | | Prime Other | | :30 | | NM | 5 | \$25,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$5,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$5,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | I | \$5,000.00 | | | | ı | | |
| | | | | | | | | | | |

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Contract / Revision Alt Order# 939457 06262067 Contract Dates <u>Product</u> Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 09/18/12 / 09/18/12

Spots/ Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount Start Date End Date Weekdays 1 4 1 Spots/Week Rate Spot Ch Date Range Description Start/End Time **Weekdays** Length Rate Type 3 WISN 10/22/12-10/28/12 Dancing Prime Other :30 \$5,000.00 NM See MG 19.6 6 WISN 10/22/12-10/28/12 Dancing Mon 7-8p M-----:30 \$5,000.00 NM (f) MG for 19.3 10/22 Week: 10/29/12 11/04/12 1 \$5,000.00 Week: 11/05/12 11/11/12 \$5,000.00 WISN 10/22/12 10/29/12 Castle Mon 9-10p :30 NM \$4,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 \$4,000.00 Date Range Spot Ch Description Start/End Time <u>Weekdays</u> <u>Length</u> Rate Type 1 WISN 10/22/12-10/28/12 Castle Mon 9-10p :30 \$4,000.00 NM Credited Week: 10/29/12 11/04/12 \$4,000.00 WISN 10/06/12 11/03/12 Late News Sa 10pm 10-1035p :30 NM 5 \$3,000.00 Start Date End Date **Weekdays** Spots/Week Rate Week: 10/01/12 10/07/12 ----1-1 \$600.00 Week: 10/08/12 10/14/12 ----1-1 \$600.00 Week: 10/15/12 10/21/12 ----1-1 \$600.00 Week: 10/22/12 10/28/12 ----1-1 \$600.00 Week: 10/29/12 11/04/12 ----1-\$600.00 WISN 10/13/12 10/13/12 College Football Game #2 230p-6p :30 NM 1 \$6,500.00 Start Date End Date Weekdays 1 4 1 Spots/Week Rate Week: 10/08/12 10/14/12 ----1-\$6,500.00 1 WISN 10/06/12 News Sa 6p-630p 11/03/12 6-630pm :30 NM 5 \$2,500.00 Start Date End Date **Weekdays** Spots/Week Rate Week: 10/01/12 10/07/12 ---1-1 \$500.00 Week: 10/08/12 10/14/12 ----1-1 \$500.00 Week: 10/15/12 10/21/12 ----1-1 \$500.00 Week: 10/22/12 10/28/12 ----1-1 \$500.00 Week: 10/29/12 11/04/12 ----1-1 \$500.00 WISN 10/13/12 11/03/12 Sa 458-6a 456-6AM :30 NM 4 \$800.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 ----1-1 \$200.00 Week: 10/15/12 10/21/12 ----1-1 \$200.00 Week: 10/22/12 10/28/12 ----1-1 \$200.00 Week: 10/29/12 11/04/12 ----1-1 \$200.00 WISN 10/06/12 11/03/12 News Sa 6p-630p 6-630pm :30 NM 5 \$3,500.00 Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Week: 10/01/12 10/07/12 ----1-1 \$700.00 Week: 10/08/12 10/14/12 ----1-1 \$700.00 Week: 10/15/12 10/21/12 ----1-1 \$700.00 Week: 10/22/12 10/28/12 ----1-1 \$700.00 Week: 10/29/12 11/04/12 1 \$700.00 WISN 10/06/12 11/03/12 Sat GMA 6-7a :30 NM 5 \$3,000.00 Start Date End Date Spots/Week Weekdays Rate Week: 10/01/12 10/07/12 ----1-1 \$600.00 Week: 10/08/12 10/14/12 ----1-1 \$600.00 Week: 10/15/12 10/21/12 ----1-1 \$600.00

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Contract / Revision Alt Order# 06262067 939457 / 1 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 09/18/12 / 09/18/12 **Democratic Senatorial Ca**

| | | | | | | | Spots/ | | | | |
|-------|----------------------------------|------------------------|---------------------------|-------------------------|-------------------------|------|-------------|------|--------|-------|------------|
| *Line | Ch Start I | | ate Descriptio | | Start/End Time | Days | Length Week | Rate | Type S | Spots | Amount |
| Moo | Start Date
k: 10/22/12 | End Date
10/28/12 | Weekdays
1- | Spots/Week | Rate | | | | | | |
| | k: 10/22/12 | 11/04/12 | 1- | 1
1 | \$600.00
\$600.00 | | | | 1 | | |
| | WISN 10/20/ | | | | 630p-7p | | :30 | | NM | 2 | \$1,000,00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | | .50 | | 14141 | 2 | \$1,000.00 |
| | k: 10/15/12 | 10/21/12 | 1- | 1 | \$500.00 | | | | | | |
| | k: 10/22/12
k: 10/29/12 | 10/28/12
11/04/12 | 1- | 0
1 | \$0.00 | | | | | | |
| | | | | l | \$500.00 | | | | | _ | |
| 20 | WISN 10/13/
Start Date | 12 10/27/1
End Date | 2 Sat 630-7p
Weekdavs | Spots/Week | 630-7p
Rate | | :30 | | MM | 2 | \$2,000.00 |
| Wee | k: 10/08/12 | 10/14/12 | 1- | 1 | \$1,000.00 | | | | | | |
| Wee | k: 10/15/12 | 10/21/12 | | 0 | \$0.00 | | | | | | |
| Wee | k: 10/22/12 | 10/28/12 | 1- | 1 | \$1,000.00 | | | | | | |
| 29 | WISN 10/06/ | | 2 ABC Prime | _ | 7-1030p | | :30 | | NM | 3 | \$3,000.00 |
| 10/00 | <u>Start Date</u>
k: 10/01/12 | End Date
10/07/12 | <u>Weekdays</u>
1- | Spots/Week | Rate | | | | | | |
| | k: 10/01/12 | 10/07/12 | T- | 1
0 | \$1,000.00
\$0.00 | | | | | | |
| | k: 10/15/12 | 10/21/12 | 2- | 2 | \$1,000.00 | | | | | | |
| 30 | WISN 10/13/ | 12 11/03/1 | 2 News Sat 7 | -9a | 7-9am | | :30 | | NM | 4 | \$1,800.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | | .00 | | 1 4141 | 7 | Ψ1,000.00 |
| | k: 10/08/12 | 10/14/12 | 1- | 1 | \$450.00 | | | | | | |
| | k: 10/15/12 | 10/21/12 | 1- | 1 | \$450.00 | | | | 1 | | |
| | k: 10/22/12
k: 10/29/12 | 10/28/12
11/04/12 | 1-
1- | 1 | \$450.00
\$450.00 | | | | | | |
| | WISN 10/07/ | | | • | | | .00 | | 2114 | - | |
| 31 | Start Date | End Date | Weekdays | Spots/Week | 10p-1030p
Rate | | :30 | | NM | 5 | \$8,000.00 |
| Wee | k: 10/01/12 | 10/07/12 | 1 | 1 | \$1,600.00 | | | | 1 | | |
| | k: 10/08/12 | 10/14/12 | 1 | 1 | \$1,600.00 | | | | | | |
| | k: 10/15/12 | 10/21/12 | 1 | 1 | \$1,600.00 | | | | | | |
| | k: 10/22/12
k: 10/29/12 | 10/28/12
11/04/12 | 1
1 | 1 | \$1,600.00 | | | | | | |
| | | | | 1 | \$1,600.00 | | | | | | |
| 32 | WISN 10/14/
Start Date | 12 11/04/1
End Date | 2 Late News :
Weekdays | SU 1030PM
Spots/Week | 1030p-11p
Rate | | :30 | | NM | 4 | \$3,800.00 |
| Wee | k: 10/08/12 | 10/14/12 | 1 | 1 | \$950.00 | | | | | | |
| Wee | k: 10/15/12 | 10/21/12 | 1 | 1 | \$950.00 | | | | ļ | | |
| | k: 10/22/12 | 10/28/12 | 1 | 1 | \$950.00 | | | | | | |
| Wee | k: 10/29/12 | 11/04/12 | 1 | 11 | \$950.00 | *** | | | | | |
| 33 | WISN 10/14/ | | | | 458-6AM | | :30 | | NM | 4 | \$800.00 |
| Wee | Start Date
k: 10/08/12 | End Date
10/14/12 | <u>Weekdays</u>
1 | Spots/Week
1 | <u>Rate</u>
\$200.00 | | | | | | |
| | k: 10/15/12 | 10/21/12 | 1 | 1 | \$200.00 | | | | ŀ | | |
| | k: 10/22/12 | 10/28/12 | 1 | 1 | \$200.00 | | | | | | |
| Wee | k: 10/29/12 | 11/04/12 | 1 | 1 | \$200.00 | | | | | | |
| 34 | WISN 10/07/ | 12 11/04/1 | | 30pm | 530-6p | | :30 | | NM | 5 | \$2,500.00 |
| | Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| | k: 10/01/12 | 10/07/12 | 1
1 | 1 | \$500.00 | | | | | | |
| | k: 10/08/12
k: 10/15/12 | 10/14/12
10/21/12 | 1
1 | 1 | \$500.00
\$500.00 | | | | 1 | | |
| | k: 10/13/12
k: 10/22/12 | 10/21/12 | 1 | 1 | \$500.00
\$500.00 | | | | | | |
| - | | | *** | · | | | | | 1 | | |

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Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # DSCC-IE 10/02/12 - 11/06/12 1533

<u>Advertiser</u> Original Date / Revision 09/18/12 / 09/18/12 **Democratic Senatorial Ca**

| *Line Ch Start | Date End D | ate Description | 0 | Start/End Time | Days | Spo | | T C | | |
|-------------------------------------|--------------------------------|---------------------------|-------------------|---------------------------|---------|------------------|-------------|-------------------|------|---------------------|
| Start Date | End Date | Weekdays | Spots/Week | Rate | Days | Length Wee | ek Rate | TypeS | pots | Amount |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$500.00 | | | | | | |
| 35 WISN 10/07 | | | | 6-7a | | :30 | | NM | 5 | \$2,000.00 |
| <u>Start Date</u>
Week: 10/01/12 | End Date
10/07/12 | <u>Weekdays</u>
1 | Spots/Week
1 | <u>Rate</u>
\$400.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 11 | \$400.00 | | | | | | |
| 36 WISN 10/21 | | | | Sun 7-8p | | :30 | | NM | 1 | \$2,500.00 |
| <u>Start Date</u>
Week: 10/15/12 | End Date
10/21/12 | Weekdays | Spots/Week | Rate | | | | | | |
| | | | 1 | \$2,500.00 | | | | | | |
| 37 WISN 10/07.
Start Date | /12 11/04/1
<u>End Date</u> | 12 News Sun 7
Weekdays | -9a
Spots/Week | 7-9am | | :30 | | NM | 5 | \$2,000.00 |
| Week: 10/01/12 | 10/07/12 | 1 | <u> </u> | <u>Rate</u>
\$400.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$400.00 | | | | Ī | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$400.00 | | | | | | |
| 38 WISN 10/14/ | | | Nith George Ste | | | :30 | | NM | 2 | \$2,000.00 |
| Start Date Week: 10/08/12 | End Date
10/14/12 | Weekdays
1 | Spots/Week
1 | <u>Rate</u> | | | | | | |
| Week: 10/15/12 | 10/21/12 | | Ó | \$1,000.00
\$0.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | | Ö | \$0.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,000.00 | | | | | | |
| 39 WISN 10/09/ | 12 10/23/1 | 2 DanceResul | ts | Tue 7-8p | | :30 | ···· | NM | 2 | \$10,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | , | - | \$10,000.00 |
| Week: 10/08/12 | 10/14/12 | -1 | 1 | \$5,000.00 | | | | 1 | | |
| Week: 10/15/12
Week: 10/22/12 | 10/21/12
10/28/12 | -1 | 0
1 | \$0.00
\$5,000.00 | | | | | | |
| 40 WISN 10/02/ | | | I | | | | | | | |
| Start Date | End Date | 2 HappyEnd
Weekdays | Spots/Week | Tue 8-9p
Rate | | :30 | | NM | 2 | \$5,000.00 |
| Week: 10/01/12 | 10/07/12 | -1 | 1 | \$2,500.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -1 | 1 | \$2,500.00 | | | | | | |
| N 41 WISN 10/02/ | 12 10/30/1 | 2 PrivatePract | ice | Tue 9-10p | | :30 | ········ | NM | 2 | \$4,400.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | _ | Ţ 1, 10 0.00 |
| Week: 10/01/12
Week: 10/08/12 | 10/07/12
10/14/12 | -1 | 1 | \$2,200.00 | | | | | | |
| Week: 10/05/12 | 10/14/12 | -1 - | 0
1 | \$0.00
\$2,200.00 | | | | | | |
| | te Range | Description | • | Start/End Time | Weekday | <u>rs Length</u> | <u>Rate</u> | Typo | | |
| | | 12 PrivatePrac | tice | Tue 9-10p | -Tu | | \$2.200.00 | <u>Type</u>
NM | | |
| Credited | | | | • | | | V-,V- | | | |
| Week: 10/22/12 | 10/28/12 | | 0 | \$0.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -1 | 1 | \$2,200.00 | | | | | | |
| N 42 WISN 10/16/ | | | D=-1-654 - 1 | Tue 8-9p | | :30 | | NM | 2 | \$6,000.00 |
| <u>Start Date</u>
Week: 10/15/12 | End Date
10/21/12 | Weekdays
-1 | Spots/Week
1 | <u>Rate</u>
\$3,000.00 | | | | | | |
| | te Range | Description | , | Start/End Time | Weekday | <u>s Length</u> | Rate | Type | | |
| | | 12 HappyEnd | | Tue 8-9p | -Tu | | \$3,000,00 | NM | | |
| Credited | | | | • | | | | | | |

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09/18/12 / 09/18/12



| | Contract / Revision
939457 / 1 | Alt Order #
06262067 |
|---------------------------------------|-----------------------------------|-------------------------|
| Contract Dates
10/02/12 - 11/06/12 | Product
DSCC-IE | Estimate #
1533 |
| Advertiser | 0 | riginal Date / Revision |

Democratic Senatorial Ca

| | | | | Dem | ocialic S | enatoriai Ca | | 03/10/12 | 1 09 | 110/12 |
|---|--|---|--|---|-----------|-----------------------|------|----------|------|------------|
| *Line Ch Start | Date End [| Date Descriptio | on | Start/End Time | Days | Spots/
Length Week | Rate | TypeS | pots | Amount |
| Start Date
Week: 10/22/12
Week: 10/29/12 | End Date
10/28/12
11/04/12 | Weekdays
-1
-1 | <u>Spots/Week</u>
1
1 | Rate
\$3,000.00
\$3,000.00 | | | | ,,, | | |
| 43 WISN 10/27
<u>Start Date</u>
Week: 10/22/12 | | /12 College Fo
<u>Weekdays</u>
1- | otball Game #2
<u>Spots/Week</u>
1 | 230p-6p
<u>Rate</u>
\$7,000.00 | | :30 | | NM | 1 | \$7,000.00 |
| 44 WISN 11/03
<u>Start Date</u>
Week: 10/29/12 | | /12 ABC Prime
<u>Weekdays</u>
2- | College Footbal
Spots/Week
2 | 7-1030p
<u>Rate</u>
\$1,300.00 | | :30 | | NM | 2 | \$2,600.00 |
| 45 WISN 10/28
<u>Start Date</u>
Week: 10/22/12 | | /12 Sun 9-930/
<u>Weekdays</u>
2 | A
<u>Spots/Week</u>
2 | 9-930A
<u>Rate</u>
\$225.00 | | :30 | | NM | 2 | \$450.00 |
| 46 WISN 10/22
<u>Start Date</u>
Week: 10/22/12 | | 12 General Ho
<u>Weekdays</u>
1 | ospital
<u>Spots/Week</u>
1 | 2-3pm/1-2p
<u>Rate</u>
\$350.00 | | :30 | | NM | 1 | \$350.00 |
| 47 WISN 11/06
<u>Start Date</u>
Week: 11/05/12 | | 12 General Ho
<u>Weekdays</u>
-1 | spital
<u>Spots/Week</u>
1 | 2-3pm/1-2p
Rate
\$350.00 | | :30 | | NM | 1 | \$350.00 |
| 48 WISN 10/15
Start Date
Week: 10/15/12
Week: 10/22/12
Week: 10/29/12
Week: 11/05/12 | 5/12 11/05/
<u>End Date</u>
10/21/12
10/28/12
11/04/12
11/11/12 | 12 Late News Weekdays 1 1 1 | 10PM Spots/Week 1 1 1 1 | 10-1030p
<u>Rate</u>
\$1,600.00
\$1,600.00
\$1,600.00
\$1,600.00 | | :30 | | NM | 4 | \$6,400.00 |
| 49 WISN 10/15
Start Date
Week: 10/15/12
Week: 10/22/12
Week: 10/29/12
Week: 11/05/12 | 5/12 11/05/
<u>End Date</u>
10/21/12
10/28/12
11/04/12
11/11/12 | 12 The View <u>Weekdays</u> 1 1 1 | Spots/Week
1
1
1
1 | 10-11am <u>Rate</u> \$500.00 \$500.00 \$500.00 \$500.00 | | :30 | | NM | 4 | \$2,000.00 |
| 50 WISN 11/06
<u>Start Date</u>
Week: 11/05/12 | 5/12 11/06/
End Date
11/11/12 | 12 The View
Weekdays
-1 | Spots/Week
1 | 10-11am
<u>Rate</u>
\$500.00 | | :30 | | NM | 1 | \$500.00 |
| 51 WISN 10/15
Start Date
Week: 10/15/12
Week: 10/22/12
Week: 10/29/12
Week: 11/05/12 | i/12 11/05/
End Date
10/21/12
10/28/12
11/04/12
11/11/12 | 12 ANDERSO <u>Weekdays</u> 1 1 1 | N COOPER Spots/Week 1 1 1 1 | M-F 11A-12P Rate \$225.00 \$225.00 \$225.00 \$225.00 | | :30 | | NM | 4 | \$900.00 |
| 52 WISN 10/29
<u>Start Date</u>
Week: 10/29/12
Week: 11/05/12 | /12 11/05/
End Date
11/04/12
11/11/12 | 12 3-4p
<u>Weekdays</u>
1 | Spots/Week
1
1 | 3-4p
<u>Rate</u>
\$500.00
\$500.00 | • | :30 | | NM | 2 | \$1,000.00 |
| 53 WISN 11/06
Start Date
Week: 11/05/12 | /12 11/06/
End Date
11/11/12 | 12 3-4p
<u>Weekdays</u>
-1 | Spots/Week
1 | 3-4p
<u>Rate</u>
\$500.00 | | :30 | | NM | 1 | \$500.00 |
| 54 WISN 10/29
<u>Start Date</u>
Week: 10/29/12 | /12 11/05/
End Date
11/04/12 | 12 DR. OZ
<u>Weekdays</u>
1 | Spots/Week
1 | 4P-5P
<u>Rate</u>
\$600.00 | | :30 | | NM | 2 | \$1,200.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



Contract / Revision Alt Order # 939457 / 1 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 09/18/12 / 09/18/12 **Democratic Senatorial Ca**

| | | | | | | Spots/ | | | | |
|-------------------------------------|-------------------------|-----------------------|------------------------|---------------------------|------|---|------|--------|------|------------------------|
| *Line Ch Start | Date End D | ate Descripti | on | Start/End Time | Days | Length Week | Rate | Type S | pots | Amount |
| <u>Start Date</u>
Week: 11/05/12 | End Date
11/11/12 | <u>Weekdays</u>
1 | <u>Spots/Week</u>
1 | <u>Rate</u>
\$600.00 | | | | | | |
| 55 WISN 10/15 | | 12 News M-F | 5p | 5-530pm | | :30 | | NM | 4 | \$4,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/15/12
Week: 10/22/12 | 10/21/12
10/28/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/22/12 | 11/04/12 | 1 | 1 | \$1,000.00
\$1,000.00 | | | | i | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,000.00 | | | | | | |
| 56 WISN 10/15 | | 12 News M-F | .5a | 5-6A | | :30 | | NM | 4 | \$1,400.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .00 | | '``` | ••• | Ψ1, 1 00.00 |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$350.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$350.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$350.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$350.00 | | *************************************** | | | | |
| 57 WISN 10/08 | | | • | 6-630pm | | :30 | | NM | 5 | \$6,000.00 |
| Start Date Week: 10/08/12 | End Date
10/14/12 | <u>Weekdays</u>
1 | Spots/Week | <u>Rate</u>
\$1,200.00 | | | | | | |
| Week: 10/05/12 | 10/14/12 | 1 | 1 | \$1,200.00 | | | | | | |
| Week: 10/12/12 | 10/28/12 | 1 | 1 | \$1,200.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,200.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,200.00 | | | | | | |
| 58 WISN 10/15 | /12 11/05/ | 12 News M-F | 6a | 6-7A | | :30 | | NM | 4 | \$4,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | , , |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,000.00 | | | | 1 | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,000.00 | | | | 1 | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,000.00 | | | | | | |
| 59 WISN 11/06 | | | | 6-7A | | :30 | | NM | 1 | \$1,000.00 |
| <u>Start Date</u>
Week: 11/05/12 | End Date
11/11/12 | <u>Weekdays</u>
-1 | Spots/Week
1 | <u>Rate</u>
\$1,000.00 | | | | | | |
| 60 WISN 10/22 | | 12 Entertainn | nent Tonight | 630p-7pm | | :30 | | NM | 3 | \$2,550.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .50 | | 14141 | J | Ψ2,000.00 |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$850.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$850.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$850.00 | | | | | | |
| 61 WISN 10/08 | /12 11/05/ ⁻ | 12 Good Mor | ning America | 7-9a | | :30 | | NM | 5 | \$5,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/15/12
Week: 10/22/12 | 10/21/12 | 1
1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/22/12
Week: 10/29/12 | 10/28/12
11/04/12 | 1 | 1 | \$1,000.00
\$1,000.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,000.00 | | | | | | |
| 62 WISN 11/06 | | 12 Good Mor | ning America | 7-9a | | :30 | | NM | 1 | \$1,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .55 | | 1 4141 | 1 | Ψ1,000.00 |
| Week: 11/05/12 | 11/11/12 | -1 | 1 | \$1,000.00 | | | | | | |
| 63 WISN 10/15 | /12 11/05/ | | | 9-10am | | :30 | | NM | 4 | \$1,800.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$450.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$450.00 | | | | l | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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09/18/12 / 09/18/12



| | Contract / Revision
939457 / 1 | Alt Order #
06262067 |
|---------------------------------------|-----------------------------------|-------------------------|
| Contract Dates
10/02/12 - 11/06/12 | Product
DSCC-IE | Estimate #
1533 |
| Advertiser | 0 | riginal Date / Revision |

| | | | | | | Spots/ | | | | |
|----------------|------------|-----------------|---|----------------|------|-------------|------|----------|----|--------------|
| *Line Ch Start | Date End D | ate Descripti | on | Start/End Time | Days | Length Week | Rate | Type Spo | ts | Amount |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | ···. |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$450.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$450.00 | | | | | | |
| | | | *************************************** | | | Total | S | 34 | 7 | \$312,450.00 |

Democratic Senatorial Ca

| Time Period | # of Spots | Gross Amount | Net Amount |
|--------------------|------------|--------------|--------------|
| 10/01/12 -10/28/12 | 246 | \$222,750.00 | \$189,337.50 |
| 10/29/12 -11/06/12 | 101 | \$89,700.00 | \$76,245.00 |
| Totals | 347 | \$312,450.00 | \$265,582.50 |

| Signature: | Date: | |
|------------|-------|--|
| | | |

CONTRACT

Contract Agreement Between:

WISN TV

MANAWAY WISN COM

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

| | Contract / Rev | /ision | | Alt Order # | - | | |
|--|----------------|---------|------------|--------------|---------------|--|--|
| | 939457 | / 2 | | 06262067 | | | |
| Product Product | | | | | | | |
| DSCC-IE | | | | | | | |
| Contract Dates | Estimate # | | | | | | |
| 10/02/12 - 11/06/12 | 1533 | | | | | | |
| <u>Advertiser</u> | | | <u>Ori</u> | ginal Date / | Revision | | |
| Democratic Senatorial Campaign Committee 10/01/12 / 10/01/12 | | | | | | | |
| | Billing Cycle | Billing | Cal | endar | Cash/Trade | | |
| | EOM/EOC | Broado | Broadcast | | Cash | | |
| | <u>Station</u> | Accour | nt E | xecutive | Sales Office | | |
| | WISN | Will Hi | ldeb | orandt | HRP -Washingt | | |
| | Special Hand | ling | | | | | |
| | | | | | - Table | | |
| | Demographic | | | | | | |
| | Adults 35+ | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | IDB# | Advert | iser | Code | Product Code | | |
| | 8091 | 49 | | | 53 | | |
| | Agency Ref | | | Advertiser | Ref | | |
| | I | | | 1 | | | |

Spots/

| | | | | | | | Spots/ | | | | |
|---|------------------|-------------------------|-----------------|------------|----------------|------|-------------|------|--------|------|-------------|
| | *Line Ch Start I | Date End D | ate Descripti | on | Start/End Time | Days | Length Week | Rate | Type S | pots | Amount |
| • | 1 WISN 10/02/ | /12 11/02/ ⁻ | 12 General H | ospital | 2-3pm/1-2p | | :30 | | NM | 10 | \$3,500.00 |
| | Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| | Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$350.00 | | | | 1 | | |
| | Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$350.00 | | | | | | |
| | Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$350.00 | | | | | | |
| | Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$350.00 | | | | | | |
| | Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$350.00 | | | | | | |
| | 2 WISN 10/02/ | /12 11/02/ ⁻ | 12 Late News | 10PM | 10-1030p | | :30 | | NM | 15 | \$24,000.00 |
| | Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | 1 | | |
| | Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$1,600.00 | | | | | | |
| | Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$1,600.00 | | | | | | |
| | Week: 10/15/12 | 10/21/12 | -TWTF | 4 | \$1,600.00 | | | | | | |
| | Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$1,600.00 | | | | | | |
| | Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$1,600.00 | | | | | | |
| | 3 WISN 10/02/ | /12 11/02/ ⁻ | 12 The View | | 10-11am | | :30 | | NM | 14 | \$7,000.00 |
| | Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| | Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$500.00 | | | | | | |
| | Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$500.00 | | | | | | |
| | Week: 10/15/12 | 10/21/12 | TWTF | 3 | \$500.00 | | | | | | |
| | Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$500.00 | | | | 1 | | |
| | Week: 10/29/12 | 11/04/12 | -TWTF | . 4 | \$500.00 | | | | | | |
| | 4 WISN 10/02/ | | 12 Late News | 1030PM | 1030p-11p | | :30 | | NM | 5 | \$4,750.00 |
| | Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| | Week: 10/01/12 | 10/07/12 | -TWTF | 1 | \$950.00 | | | | | | |
| | Week: 10/08/12 | 10/14/12 | -TWTF | 1 | \$950.00 | | | | l l | | |
| | Week: 10/15/12 | 10/21/12 | -TWTF | 1 | \$950.00 | | | | | | |
| | Week: 10/22/12 | 10/28/12 | -TWTF | 1 | \$950.00 | | | | | | |
| | Week: 10/29/12 | 11/04/12 | -TWTF | 1 | \$950.00 | | | | | | |
| | 5 WISN 10/02/ | | • | | 11p-1130p | | :30 | | NM | 8 | \$6,000.00 |
| | Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| | Week: 10/01/12 | 10/07/12 | -TWTF | 1 | \$750.00 | | | | | | |
| | Week: 10/08/12 | 10/14/12 | -TWTF | 1 | \$750.00 | | | | Ļ | | |
| | | | | | | | | | | | |

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

Spots/

| | | | | | | Spots/ | | | | |
|----------------------------------|-------------------------|--------------------------|------------|----------------------|------|-------------|------|---------|------|-------------|
| *Line Ch Start | Date End D | ate Descripti | on | Start/End Time | Days | Length Week | Rate | Type S | pots | Amount |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | ··· I | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$750.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$750.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$750.00 | | | | | | |
| 6 WISN 10/02 | /12 11/02/ | 12 ANDERSO | ON COOPER | M-F 11A-12P | | :30 | | NM | 14 | \$3,150.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | , | | 00,100.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$225.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$225.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$225.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$225.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$225.00 | | | | | | |
| 7 WISN 10/09 | /12 11/02/ | 12 THE CHE | W | 12P-1P | | :30 | | NM | 8 | \$2,400.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | , |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$300.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$300.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$300.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$300.00 | | | | | | |
| 8 WISN 10/02 | /12 11/02/ ⁻ | 12 KATIE CO | | M-F 2-3P | | :30 | | NM | 10 | \$4,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$400.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$400.00 | | | | | | |
| Week: 10/15/12
Week: 10/22/12 | 10/21/12 | -TWTF | 2 | \$400.00 | | | | | | |
| Week: 10/22/12
Week: 10/29/12 | 10/28/12 | -TWTF | 2 | \$400.00 | | | | | | |
| | 11/04/12 | -TWTF | 2 | \$400.00 | | | | | | |
| 9 WISN 10/02/ | | • | | 3-4p | | :30 | | MM | 10 | \$5,000.00 |
| Start Date Week: 10/01/12 | End Date
10/07/12 | <u>Weekdays</u>
-TWTF | Spots/Week | Rate | | | | 1 | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2
2 | \$500.00
\$500.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$500.00 | | | | 1 | | |
| 10 WISN 10/02/ | | | | | | -00 | |) I S A | | |
| Start Date | End Date | Weekdays | Spots/Week | 4P-5P
Rate | | :30 | | NM | 10 | \$6,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$600.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$600.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$600.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$600.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$600.00 | | | | | | |
| 11 WISN 10/02/ | /12 11/02/ | 12 News M-F | 5p | 5-530pm | | :30 | | NM | 14 | \$14,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .00 | | 14141 | 1-7 | \$14,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$1,000.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$1,000.00 | | | | ļ | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| 12 WISN 10/02/ | | 2 News M-F | 5a | 5-6A | | :30 | | NM | 15 | \$5,250.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | +-,00.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$350.00 | | | | Į | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$350.00 | | | | | | |
| | | | | | | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Start Date

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Weekdays

Spots/Week

Ch Start Date End Date Description

End Date

| | | 06262067 |
|---------------------|---------|------------|
| Contract Dates | Product | Estimate # |
| 10/02/12 - 11/06/12 | DSCC-IE | 1533 |

Advertiser Original Date / Revision 10/01/12 / 10/01/12 **Democratic Senatorial Ca**

Spots/

| Length Week | Rate | Type Sp | oots | Amount | | |
|-------------|------|---------|------|-------------|--|--|
| | | | | | | |
| :30 | | NM | 14 | \$16,800.00 | | |
| | | | | | | |
| | | | | | | |
| :30 | | NM | 15 | \$15,000.00 | | |

| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$350.00 | | ŀ | | |
|----------------------------------|-------------------------|--------------------------|---------------------------------------|---------------------------|-----|-------|----|-------------|
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$350.00 | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$350.00 | | 1 | | |
| 13 WISN 10/02 | /12 11/02/ ⁻ | 12 News M-F | 6p | 6-630pm | :30 | NM | 14 | \$16,800.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$1,200.00 | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$1,200.00 | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$1,200.00 | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$1,200.00 | | 1 | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 3 | \$1,200.00 | | | | |
| 14 WISN 10/02 | | | | 6-7A | :30 | NM | 15 | \$15,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$1,000.00 | | 1 | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$1,000.00 | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$1,000.00 | | | | |
| Week: 10/22/12
Week: 10/29/12 | 10/28/12
11/04/12 | -TWTF
-TWTF | 3
4 | \$1,000.00 | | ŀ | | |
| | | | · · · · · · · · · · · · · · · · · · · | \$1,000.00 | | | | |
| 15 WISN 10/02 | | | nent Tonight | 630p-7pm | :30 | NM | 12 | \$10,200.00 |
| Start Date Week: 10/01/12 | End Date
10/07/12 | <u>Weekdays</u>
-TWTF | Spots/Week | Rate | | - 1 | | |
| | | | 2 | \$850.00 | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$850.00 | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$850.00 | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$850.00 | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 3 | \$850.00 | | | | |
| 16 WISN 10/02 | | | ning America | 7-9a | :30 | NM | 21 | \$21,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 3 | \$1,000.00 | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 4 | \$1,000.00 | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 4 | \$1,000.00 | | 1 | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 5 | \$1,000.00 | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 5 | \$1,000.00 | | | | |
| 17 WISN 10/02 | | | | 9-10am_ | :30 | NM | 14 | \$6,300.00 |
| Start Date Week: 10/01/12 | End Date
10/07/12 | <u>Weekdays</u>
-TWTF | Spots/Week | Rate | | | | |
| Week: 10/08/12 | 10/07/12 | -1W1F
-TWTF | 2
2 | \$450.00 | | | | |
| Week: 10/15/12 | 10/14/12 | -TWTF | | \$450.00 | | | | |
| Week: 10/13/12
Week: 10/22/12 | 10/21/12 | -TWTF | 3
3 | \$450.00
\$450.00 | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 3
4 | \$450.00
\$450.00 | | | | |
| | - | | 4 | | | | | |
| 18 WISN 10/26 | | | Constant Advanta | Fri 9-10p | :30 | NM | 1 | \$3,000.00 |
| Start Date Week: 10/22/12 | End Date
10/28/12 | <u>Weekdays</u>
1 | Spots/Week
1 | <u>Rate</u>
\$3,000.00 | | | | |
| 19 WISN 10/08 | | | • | Prime Other | :30 | NM | 5 | 63E 000 00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | .50 | 14141 | Ü | \$25,000.00 |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$5,000.00 | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$5,000.00 | | | | |
| Week; 10/22/12 | 10/28/12 | 1 | 1 | \$5,000.00 | | | | |
| | | | | , | | | | |

Start/End Time

Rate

Days

(* Line Transactions: N = New, E = Edited, D = Deleted)

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| | Contract / R | evisi | <u>on</u> | Alt Order # | |
|--------------------|--------------|-------|-----------|-------------|--|
| | 939457 | / | 2 | 06262067 | |
| ontract Dates | Product | | | Estimate # | |
| 0/02/12 - 11/06/12 | DSCC-IE | | | 1533 | |

Advertiser Original Date / Revision
Democratic Senatorial Ca 10/01/12 / 10/01/12

| | | Spots/ | | |
|---|-------------------------------|---|-------------|------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | Type Spots | Amount |
| Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description | <u>Rate</u>
Start/End Time | Weekdays Length Rate | Туре | |
| Spot Ch Date Range Description 3 WISN 10/22/12-10/28/12 Dancing | Prime Other | <u>Weekdays</u> <u>Length</u> <u>Rate</u>
M :30 \$5,000.00 | NM NM | |
| See MG 19.6 | , mne outer | | ,,,,,, | |
| 6 WISN 10/22/12-10/28/12 Dancing | Mon 7-8p | M :30 \$5,000.00 | NM | |
| ⊕ MG for 19.3 10/22 | | | | |
| Week: 10/29/12 11/04/12 1 1 | \$5,000.00 | | | |
| Week: 11/05/12 11/11/12 1 1 | \$5,000.00 | | | |
| 20 WISN 10/22/12 10/29/12 Castle | Mon 9-10p | :30 | NM 1 | \$4,000.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1 | <u>Rate</u>
\$4,000.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | <u>Type</u> | |
| 1 WISN 10/22/12-10/28/12 Castle | Mon 9-10p | M: :30 \$4,000.00 | NM | |
| Credited | | | | |
| Week: 10/29/12 11/04/12 1 1 | \$4,000.00 | | | |
| 21 WISN 10/06/12 11/03/12 Late News Sa 10pm | 10-1035p | :30 | NM 5 | \$3,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1 | <u>Rate</u>
\$600.00 | | | |
| Week: 10/08/12 10/14/121- 1 | \$600.00 | | | |
| Week: 10/15/12 10/21/121- 1 | \$600.00 | | | |
| Week: 10/22/12 10/28/121- 1 | \$600.00 | | | |
| Week: 10/29/12 11/04/121- 1 | \$600.00 | | | |
| 22 WISN 10/13/12 10/13/12 College Football Game #2 | 230p-6p | :30 | NM 1 | \$6,500.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | , , , , |
| Week: 10/08/12 10/14/121- 1 | \$6,500.00 | | | |
| 23 WISN 10/06/12 11/03/12 News Sa 6p-630p | 6-630pm | :30 | NM 5 | \$2,500.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1 | <u>Rate</u>
\$500.00 | | | |
| Week: 10/08/12 10/07/121- 1 | \$500.00
\$500.00 | | | |
| Week: 10/15/12 10/21/121- 1 | \$500.00 | | | |
| Week: 10/22/12 10/28/121- 1 | \$500.00 | | | |
| Week: 10/29/12 11/04/121- 1 | \$500.00 | | | |
| 24 WISN 10/13/12 11/03/12 Sa 458-6a | 456-6AM | :30 | NM 4 | \$800.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | 72200 |
| Week: 10/08/12 10/14/121- 1 | \$200.00 | | | |
| Week: 10/15/12 10/21/121- 1 | \$200.00 | | | |
| Week: 10/22/12 10/28/121- 1 Week: 10/29/12 11/04/121- 1 | \$200.00 | | | |
| | \$200.00 | | | |
| 25 WISN 10/06/12 11/03/12 News Sa 6p-630p
Start Date End Date Weekdays Spots/Week | 6-630pm
<u>Rate</u> | :30 | NM 5 | \$3,500.00 |
| Week: 10/01/12 10/07/121- 1 | \$700.00 | | | |
| Week: 10/08/12 10/14/121- 1 | \$700.00 | | | |
| Week: 10/15/12 10/21/121- 1 | \$700.00 | | | |
| Week: 10/22/12 10/28/121- 1 | \$700.00 | | | |
| Week: 10/29/12 11/04/121- 1 | \$700.00 | | | |
| 26 WISN 10/06/12 11/03/12 Sat GMA | 6-7a | :30 | NM 5 | \$3,000.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | |
| Week: 10/01/12 | \$600.00
\$600.00 | | j | |
| Week: 10/15/12 10/21/121- 1 | \$600.00 | | | |
| | + | | I. | |

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Contract / Revision Alt Order# 939457 / 2 06262067

Contract Dates Product Estimate # DSCC-IE 1533 10/02/12 - 11/06/12

Original Date / Revision Advertiser 10/01/12 / 10/01/12 Democratic Senatorial Ca

| | | | | | | Spots/ | | | | |
|----------------------------------|-----------------------------|-----------------------|-----------------|---------------------------|------|-------------|------|-------|----------|----------------|
| *Line Ch Start | Date End D | ate Description | n | Start/End Time | Days | Length Week | Rate | Туре | Spots | Amount |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | I | | |
| Week: 10/22/12 | 10/28/12 | 1- | 1 | \$600.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1- | 1 | \$600.00 | | | | | | |
| 27 WISN 10/20 | /12 11/03/ | 12 SA 630-7p | | 630p-7p | | :30 | | NM | 2 | \$1,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1- | 1 | \$500.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | | 0 | \$0.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1- | 11 | \$500.00 | | | | | | |
| 28 WISN 10/13 | | • | | 630-7p | | :30 | | NM | 2 | \$2,000.00 |
| Start Date | End Date | <u>Weekdays</u>
1- | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/08/12
Week: 10/15/12 | 10/14/12 | T- | 1
0 | \$1,000.00
\$0.00 | | | | | | |
| Week: 10/13/12
Week: 10/22/12 | 10/21/12
10/28/12 | 1- | 1 | \$1,000.00 | | | | 1 | | |
| | | | | <u>.</u> | | | | | | |
| 29 WISN 10/06 | | | College Footbal | | | :30 | | NM | 3 | \$3,000.00 |
| Start Date Week: 10/01/12 | End Date
10/07/12 | <u>Weekdays</u>
1- | Spots/Week
1 | <u>Rate</u>
\$1,000.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | | Ö | \$0,00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 2- | 2 | \$1,000.00 | | | | | | |
| 30 WISN 10/13 | | 12 News Sat 7 | | 7-9am | | :30 | | NM | 4 | \$1,800.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .50 | | 1,111 | - | \$1,000.00 |
| Week: 10/08/12 | 10/14/12 | 1- | 1 | \$450.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1- | 1 | \$450.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1- | 1 | \$450.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1- | 1 | \$450.00 | | | | | | |
| 31 WISN 10/07 | /12 11/04/ | 12 Late News | 10pm | 10p-1030p | | :30 | | NM | 5 | \$8,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | |
| Week: 10/01/12 | 10/07/12 | 1 | 1 | \$1,600.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$1,600.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,600.00 | | | | | | |
| Week: 10/22/12 | 10/28/12
11/04/12 | 1
1 | 1 | \$1,600.00
\$1,600.00 | | | | | | |
| Week: 10/29/12 | | | | | | | | | | ** |
| 32 WISN 10/14 | | | SU 1030PM | 1030p-11p | | :30 | | NM | 4 | \$3,800.00 |
| Start Date Week: 10/08/12 | <u>End Date</u>
10/14/12 | <u>Weekdays</u>
1 | Spots/Week
1 | <u>Rate</u>
\$950.00 | | | | | | |
| Week: 10/15/12 | 10/14/12 | 1 | 1 | \$950.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$950.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$950.00 | | | | | | |
| 33 WISN 10/14 | /12 11/04/ | 12 Su 458-6a | | 458-6AM | | :30 | | NM | 4 | \$800.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | 100 | | | , | 4000.00 |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$200.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$200.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$200.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$200.00 | | | | | | |
| 34 WISN 10/07 | /12 11/04/ | 12 News Sun | | 530-6p | | :30 | | NM | 5 | \$2,500.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/01/12 | 10/07/12 | 1 | 1 | \$500.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$500.00 | | | | | l | |
| Week: 10/15/12 | 10/21/12 | 1
1 |]
4 | \$500.00 | | | | | l | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$500.00 | | | | | l | |

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Week: 10/29/12

11/04/12

-1----

| | Contract / Revision | Alt Order # | |
|---------------------|---------------------|-------------|--|
| | 939457 / 2 | 06262067 | |
| Contract Dates | Product | Estimate # | |
| 10/02/12 - 11/06/12 | DSCC-IE | 1533 | |
| | , | | |

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

| | | | | <u> </u> | | Chatorial or | i | | | |
|----------------------------------|--------------------------------------|--------------------------|--------------------|-------------------------|--------------|-------------------|-----------------------|-------------|------|-------------|
| | | | | | | Spot | s/ | | | |
| *Line Ch Start | Date End D | ate Description | า | Start/End Time | Days | Length Wee | | Type S | pots | Amount |
| Start Date
Week: 10/29/12 | End Date | Weekdays
1 | Spots/Week | Rate | | | | | | |
| | 11/04/12 | | 1 | \$500.00 | | | | | _ | |
| 35 WISN 10/07 | | | C | 6-7a | | :30 | | NM | 5 | \$2,000.00 |
| Start Date Week: 10/01/12 | End Date
10/07/12 | <u>Weekdays</u>
1 | Spots/Week
1 | <u>Rate</u>
\$400.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$400.00 | | | | - 1 | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$400.00 | | | | 1 | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$400.00 | | | | | | |
| 36 WISN 10/21 | /12 10/21/ | 12 Once | | Sun 7-8p | | :30 | | NM | 1 | \$2,500.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | 1-1-1-1-1 |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$2,500.00 | | | | | | |
| 37 WISN 10/07 | /12 11/04/ | 12 News Sun 7 | '-9a | 7-9am | | :30 | | NM | 5 | \$2,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/01/12 | 10/07/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$400.00 | | | | | | |
| 38 WISN 10/14 | | | With George Sto | | | :30 | | NM | 2 | \$2,000.00 |
| Start Date | End Date | Weekdays
1 | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/08/12
Week: 10/15/12 | 10/14/12
10/21/12 | T | 1
0 | \$1,000.00 | | | | | | |
| Week: 10/13/12 | 10/21/12 | | 0 | \$0.00
\$0.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,000.00 | | | | | | |
| | | | • | | • | .20 | | | • | #40 000 00 |
| 39 WISN 10/09
Start Date |)/12 10/23/ ⁻
End Date | 12 DanceResu
Weekdays | Spots/Week | Tue 7-8p
Rate | | :30 | | NM | 2 | \$10,000.00 |
| Week: 10/08/12 | 10/14/12 | -1 | <u>30013/44eek</u> | \$5,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | | o
O | \$0.00 | | | | 1 | | |
| Week: 10/22/12 | 10/28/12 | -1 | 1 | \$5,000.00 | | | | | | |
| N 40 WISN 10/02 | | 12 HappyEnd | | Tue 8-9p | | :30 | | NM | 2 | \$5,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .50 | | T VAIVI | 2 | \$3,000.00 |
| Week: 10/01/12 | 10/07/12 | -1 | 1 | \$2,500.00 | | | | 1 | | |
| Spot Ch Da | ate Range | Description | L | Start/End Time | Weekda | iys <u>Length</u> | <u>Rate</u> | <u>Type</u> | | |
| 1 WISN 10 | 0/01/12-10/07 | 7/12 HappyEnd | | Tue 8-9p | -Tu | :30 | \$2,500.00 | NM | | |
| See MG 4 | 0.3 | | | | | | | | | |
| 3 WISN 10 | 0/01/12-10/07 | /12 DWTS Res | sults | Tue 8-9p | -Tu | :30 | \$2,500.00 | NM | | |
| MG for 40 | | | | | | | | | | |
| Week: 10/08/12 | 10/14/12 | -1 | <u> </u> | \$2,500.00 | | | | | | |
| 41 WISN 10/02 | | 12 PrivatePrac | tice | Tue 9-10p | | :30 | | NM | 2 | \$4,400.00 |
| Start Date | | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/01/12 | 10/07/12 | -1 | 1 | \$2,200.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 0 | \$0.00 | | | | ŀ | | |
| Week: 10/15/12 | 10/21/12 | -1 | . 1 | \$2,200.00 | 10/ | 1 | Data | T | | |
| | ate Range | Description | | Start/End Time | Weekda
Tu | | <u>Rate</u> | <u>Type</u> | | |
| 2 VVISIV 10
Credited | 110/12-10/27 | /12 PrivatePrac | une | Tue 9-10p | -Tu | :30 | \$2,200.00 | NM | | |
| Week: 10/22/12 | 10/28/12 | | 0 | \$0.00 | | | | | | |
| WOOR, IUIZZIIZ | 10/20/12 | | U | 90.00 | | | | | | |

\$2,200.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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| | Contract / Revision | Alt Order # |
|---------------------|---------------------|-------------|
| | 939457 / 2 | 06262067 |
| Contract Dates | Product | Estimate # |
| 10/02/12 - 11/06/12 | DSCC-IE | 1533 |

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

| *Line Ch Start I | Date End D | ata Description | 1 | Start/End Time | Spo
Days Length Wee | | Tuna Ca | | A |
|-------------------------------------|------------------------|-----------------------|-----------------|---------------------------|------------------------|-----------------------|-------------|-----|----------------|
| | | | | | | ek Rate | Type Sp | | Amount |
| 42 WISN 10/16/
Start Date | End Date | 12 HappyEnd | Cnoto Micole | Tue 8-9p | :30 | | NM | 2 | \$6,000.00 |
| Week: 10/15/12 | 10/21/12 | <u>Weekdays</u>
-1 | Spots/Week
1 | <u>Rate</u>
\$3.000.00 | | | | | |
| | ite Range | <u>Description</u> | - | Start/End Time | Weekdays Length | Data | 7 | | |
| | | /12 HappyEnd | | Tue 8-9p | Weekdays Length | Rate | <u>Type</u> | | |
| Credited | 71071E-107E1 | in inappyLinu | | rue o-ap | -1430 | \$3,000.00 | NM | | |
| Week: 10/22/12 | 10/28/12 | -1 | 1 | \$3,000.00 | | | i | | |
| Week: 10/29/12 | 11/04/12 | -1 | 1 | \$3,000.00 | | | | | |
| | | | ···· | | | | | | |
| 43 WISN 10/27/ | | • | tball Game #2 | 230p-6p | :30 | | NM | 1 | \$7,000.00 |
| Start Date Week: 10/22/12 | End Date
10/28/12 | Weekdays
1- | Spots/Week | Rate | | | | | |
| | | | | \$7,000.00 | | | | | |
| 44 WISN 11/03/ | | | College Footbal | · . | :30 | | NM | 2 | \$2,600.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | |
| Week: 10/29/12 | 11/04/12 | 2- | 2 | \$1,300.00 | | | | | |
| 45 WISN 10/28/ | | 2 Sun 9-930A | | 9-930A | :30 | | NM | 2 | \$450.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | |
| Week: 10/22/12 | 10/28/12 | 2 | 2 | \$225.00 | | | | | |
| 46 WISN 10/22/ | 12 10/22/1 | 2 General Hos | pital | 2-3pm/1-2p | :30 | | NM | 1 | \$350.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | · · | 4000.00 |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$350.00 | | | | | |
| 47 WISN 11/06/ | 12 11/06/1 | 2 General Hos | pital | 2-3pm/1-2p | :30 | | NM | 1 | \$350.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | .00 | | 14101 | • | \$350.00 |
| Week: 11/05/12 | 11/11/12 | -1 | 1 | \$350.00 | | | | | |
| 48 WISN 10/15/ | 12 11/05/1 | 2 Late News 1 | орм | 10-1030p | :30 | | NM | 4 | \$6 400 00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | .50 | | 19191 | 44 | \$6,400.00 |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,600.00 | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,600.00 | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,600.00 | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,600.00 | | | i | | |
| 49 WISN 10/15/ | 12 11/05/1 | 2 The View | | 10-11am | .20 | | h / 2 6 | | |
| Start Date | End Date | Weekdays | Spots/Week | | :30 | | NM | 4 | \$2,000.00 |
| Week: 10/15/12 | 10/21/12 | 1 | <u> </u> | <u>Rate</u>
\$500.00 | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$500.00 | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$500.00 | | | 1 | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$500.00 | | | | | |
| | | | | | | | | | |
| 50 WISN 11/06/ | 12 11/06/1
End Date | | Cmata BAIs als | 10-11am | :30 | | NM | 1 | \$500.00 |
| <u>Start Date</u>
Week: 11/05/12 | 11/11/12 | <u>Weekdays</u>
-1 | Spots/Week
1 | Rate | | | | | |
| | | | | \$500.00 | | | | | |
| 51 WISN 10/15/ | | | | M-F 11A-12P | :30 | | NM | 4 | \$900.00 |
| Start Date Week: 10/15/12 | End Date
10/21/12 | Weekdays
1 | Spots/Week | Rate | | | | | |
| | | 1 | 1 | \$225.00 | | | | | |
| Week: 10/22/12
Week: 10/29/12 | 10/28/12 | 1 | 1 | \$225.00 | | | | | |
| Week: 10/29/12
Week: 11/05/12 | 11/04/12 | 1 | 1 | \$225.00 | | | | | |
| | 11/11/12 | 1 | 11 | \$225.00 | | | | | |
| 52 WISN 10/29/ | | | | 3-4p | :30 | | NM | 2 | \$1,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$500.00 | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$500.00 | | | | | |
| 53 WISN 11/06/ | 12 11/06/1 | 2 3-4p | | 3-4p | :30 | | NM | 1 | \$500.00 |
| | | | | - | | | | | |

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

| | Contract / Revision | Alt Order # |
|---------------------|---------------------|-------------|
| | 939457 / 2 | 06262067 |
| Contract Dates | Product | Estimate # |
| 10/02/12 - 11/06/12 | DSCC-IE | 1533 |

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

| | | | | | | Spots/ | | | | |
|-------------------------------------|-------------------------|----------------------|-----------------|---------------------------|------|-------------|------|-------|-------|------------|
| *Line Ch Start | Date End D | ate Description | on | Start/End Time | Days | Length Week | Rate | Туре | Spots | Amount |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | ľ | | |
| Week: 11/05/12 | 11/11/12 | -1 | 1 | \$500.00 | | | | | | |
| 54 WISN 10/29 | | | | 4P-5P | | :30 | | NM | 2 | \$1,200.00 |
| <u>Start Date</u>
Week: 10/29/12 | End Date
11/04/12 | <u>Weekdays</u>
1 | Spots/Week | <u>Rate</u>
\$600.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$600.00 | | | | | | |
| 55 WISN 10/15 | | | <u>'</u> | | | -20 | | 518.0 | | |
| Start Date | End Date | Weekdays | Spots/Week | 5-530pm
Rate | | :30 | | MM | 4 | \$4,000.00 |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,00 <u>0.00</u> | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,000.00 | | | | | | |
| 56 WISN 10/15 | /12 11/05/ | 12 News M-F | 5a | 5-6A | | :30 | | NM | 4 | \$1,400.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | |
| Week: 10/15/12
Week: 10/22/12 | 10/21/12
10/28/12 | 1 | 1 | \$350.00 | | | | 1 | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$350.00
\$350.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$350.00 | | | | | | |
| 57 WISN 10/08 | | 12 News M-F | | 6-630pm | | :30 | | NM | E | #6 000 00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .50 | | IVIVI | 5 | \$6,000.00 |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$1,200.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,200.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,200.00 | | | | İ | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,200.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,200.00 | | | | | | |
| 58 WISN 10/15 | | | | 6-7A | | :30 | | NM | 4 | \$4,000.00 |
| <u>Start Date</u>
Week; 10/15/12 | End Date
10/21/12 | <u>Weekdays</u>
1 | Spots/Week | <u>Rate</u>
\$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/21/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,000.00 | | | | | | |
| 59 WISN 11/06 | /12 11/06/ | 12 News M-F | 6a | 6-7A | | :30 | | NM | 1 | \$1,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .00 | | 14101 | ų. | Ψ1,000.00 |
| Week: 11/05/12 | 11/11/12 | -1 | 1 | \$1,000.00 | | | | | | |
| 60 WISN 10/22 | /12 11/05/ ⁻ | 12 Entertainm | ent Tonight | 630p-7pm | | :30 | | NM | 3 | \$2,550.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/22/12
Week: 10/29/12 | 10/28/12
11/04/12 | 1 | 1 | \$850.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$850.00
\$850.00 | | | | | | |
| 61 WISN 10/08 | | | ina America | 7-9a | | -30 | | | _ | |
| Start Date | End Date | Weekdays | Spots/Week | 7-9a
Rate | | :30 | | NM | 5 | \$5,000.00 |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,000.00 | | | | ŀ | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,000.00 | | | | l | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,000.00 | | | | | | |
| 62 WISN 11/06/ | | | | 7-9a | | :30 | | NM | 1 | \$1,000.00 |
| Start Date Week: 11/05/12 | End Date
11/11/12 | Weekdays
-1 | Spots/Week
1 | <u>Rate</u>
\$1,000.00 | | | | | | |
| - TOOM THOUTE | 1 17 1 17 16. | - | • | ψ1,000.00 | | | | 1 | | |

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| | 939457 / | <u>ision</u>
/ 2 | 06262067 | | | | |
|---------------------------------------|--------------------|---------------------|---|--|--|--|--|
| Contract Dates
10/02/12 - 11/06/12 | Product
DSCC-IE | | Estimate # 1533 | | | | |
| Advertiser Democratic Senatorial | Ca | - | iginal Date / Revision
10/01/12 / 10/01/12 | | | | |

| | | | | | | Spots/ | | | | |
|--------------|------------------|-----------------|------------|----------------|------|-------------|------|--------|-------|--------------|
| *Line Ch S | Start Date End D | ate Description | on | Start/End Time | Days | Length Week | Rate | Type S | Spots | Amount |
| Start | Date End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| 63 WISN | 10/15/12 11/05/ | 12 LIVE WITI | HKELLY! | 9-10am | | :30 | | NM | 4 | \$1,800.00 |
| <u>Start</u> | Date End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/15 | 10/21/12 | 1 | 1 | \$450.00 | | | | 1 | | |
| Week: 10/22 | /12 10/28/12 | 1 | 1 | \$450.00 | | | | | | |
| Week: 10/29 | /12 11/04/12 | 1 | 1 | \$450.00 | | | | 1 | | |
| Week: 11/05 | /12 11/11/12 | 1 | 11 | \$450.00 | | | | | | |
| | | | •• | | | Total | s | | 347 | \$312,450.00 |

| Time Period | # of Spots | Gross Amount | Net Amount | | |
|--------------------|------------|--------------|--------------|--|--|
| 10/01/12 -10/28/12 | 246 | \$222,750.00 | \$189,337.50 | | |
| 10/29/12 -11/06/12 | 101 | \$89,700.00 | \$76,245.00 | | |
| Totals | 347 | \$312,450.00 | \$265,582.50 | | |

| Signature: | Date: | |
|------------|-------|--|
| | | |

CONTRACT

Contract Agreement Between: WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order# 939457 3 06262067 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 Advertiser Original Date / Revision **Democratic Senatorial Campaign Committee** 10/03/12 / 10/03/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingt Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 49 53 Agency Ref Advertiser Ref

| | Spots/ |
|---|--------|
| ì | Week |

| | | | | | | Spots/ | | | | |
|----------------|-------------|-----------------|------------|----------------|------|-------------|------|--------|------|-------------|
| *Line Ch Start | Date End D | ate Description | on | Start/End Time | Days | Length Week | Rate | Type S | pots | Amount |
| 1 WISN 10/02 | /12 11/02/1 | 12 General H | ospital | 2-3pm/1-2p | | :30 | | NM | 10 | \$3,500.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | - 1 | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$350.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$350.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$350.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$350.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$350.00 | | | | | | |
| 2 WISN 10/02 | | 12 Late News | 10PM | 10-1030p | | :30 | | NM | 15 | \$24,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | 1 | | |
| Week: 10/01/12 | 10/07/12 | TWTF | 2 | \$1,600.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$1,600.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 4 | \$1,600.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$1,600.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$1,600.00 | | | | | | |
| 3 WISN 10/02 | /12 11/02/1 | 12 The View | | 10-11am | | :30 | | NM | 14 | \$7,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$500.00 | | | | 1 | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$500.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$500.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$500.00 | | | | | | |
| 4 WISN 10/02 | | 12 Late News | 1030PM | 1030p-11p | | :30 | | NM | 5 | \$4,750.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 1 | \$950.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 1 | \$950.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 1 | \$950.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 1 | \$950.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 1 | \$950.00 | | | | | | |
| 5 WISN 10/02 | | | | 11p-1130p | | :30 | | NM | 8 | \$6,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 1 | \$750.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 1 | \$750.00 | | | | | | |
| | | | | | | | | | | |

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 Contract / Revision
 Alt Order #

 939457 / 3
 06262067

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 10/03/12 / 10/03/12

Spots/ Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 -TWTF--2 \$750.00 Week: 10/22/12 10/28/12 -TWTF--2 \$750.00 Week: 10/29/12 11/04/12 -TWTF--2 \$750.00 WISN 10/02/12 11/02/12 ANDERSON COOPER M-F 11A-12P :30 NM 14 \$3,150.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$225.00 Week: 10/08/12 10/14/12 -TWTF--2 \$225.00 Week: 10/15/12 10/21/12 -TWTF--3 \$225.00 Week: 10/22/12 10/28/12 -TWTF--3 \$225.00 Week: 10/29/12 11/04/12 -TWTF--4 \$225.00 WISN 10/09/12 11/02/12 THE CHEW 12P-1P :30 NM 8 \$2,400.00 Weekdays Spots/Week Start Date **End Date** Rate Week: 10/08/12 10/14/12 -TWTF-2 \$300.00 Week: 10/15/12 10/21/12 -TWTE--2 \$300.00 Week: 10/22/12 10/28/12 -TWTF--2 \$300.00 Week: 10/29/12 11/04/12 -TWTF--2 \$300.00 WISN 10/02/12 11/02/12 KATIE COURIC M-F 2-3P :30 NM 10 \$4,000.00 Start Date **End Date** Spots/Week Weekdays Rate Week: 10/01/12 10/07/12 -TWTF--2 \$400.00 Week: 10/08/12 10/14/12 -TWTF--2 \$400.00 Week: 10/15/12 10/21/12 -TWTF--2 \$400.00 Week: 10/22/12 10/28/12 -TWTF--2 \$400.00 Week: 10/29/12 11/04/12 -TWTF--2 \$400.00 WISN 10/02/12 11/02/12 3-4p 3-4p :30 NM 10 \$5,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$500.00 Week: 10/08/12 10/14/12 -TWTF--2 \$500.00 Week: 10/15/12 10/21/12 -TWTF--2 \$500.00 Week: 10/22/12 10/28/12 -TWTF--2 \$500.00 Week: 10/29/12 11/04/12 -TWTF--2 \$500.00 10 WISN 10/02/12 11/02/12 DR. OZ 4P-5P :30 NM 10 \$6,000.00 Start Date End Date Spots/Week <u>Weekdays</u> <u>Rate</u> Week: 10/01/12 10/07/12 -TWTF--2 \$600.00 Week: 10/08/12 10/14/12 -TWTF--2 \$600.00 Week: 10/15/12 10/21/12 -TWTF--2 \$600.00 Week: 10/22/12 10/28/12 -TWTF--2 \$600.00 Week: 10/29/12 11/04/12 -TWTF--2 \$600.00 11 WISN 10/02/12 11/02/12 News M-F 5p 5-530pm :30 NM 14 \$14,000.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--\$1,000.00 2 Week: 10/08/12 10/14/12 -TWTF--3 \$1,000.00 Week: 10/15/12 10/21/12 -TWTF--3 \$1,000.00 Week: 10/22/12 10/28/12 -TWTF--3 \$1,000.00 Week: 10/29/12 11/04/12 -TWTE--3 \$1,000.00 12 WISN 10/02/12 11/02/12 News M-F 5a 5-6A :30 NM 15 \$5,250,00 Start Date End Date Spots/Week Weekdays Rate Week: 10/01/12 10/07/12 -TWTF--2 \$350.00 Week: 10/08/12 10/14/12 -TWTF--3 \$350.00

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Contract / Revision Alt Order# 939457 / 3 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/03/12 / 10/03/12 Democratic Senatorial Ca

| | | | | | | Spots/ | | | | |
|----------------------------------|---|--------------------------|------------------------|-------------------------|------|-------------|------|--------|-------|-------------|
| | | ate Descripti | on | Start/End Time | Days | Length Week | Rate | Type S | Spots | Amount |
| Start Date
Week: 10/15/12 | End Date
10/21/12 | <u>Weekdays</u> | Spots/Week | Rate | | | |] | | |
| Week: 10/13/12 | 10/21/12 | -TWTF
-TWTF | 3
3 | \$350.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$350.00
\$350.00 | | | | | | |
| 13 WISN 10/02 | | | | | | | | | | |
| Start Date | End Date | 12 News M-F
Weekdays | Spots/Week | 6-630pm
Rate | | :30 | | NM | 14 | \$16,800.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$1,200.00 | | | | I | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$1,200.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$1,200.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$1,200.00 | | | | i | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 3 | \$1,200.00 | | | | | | |
| 14 WISN 10/02 | 2/12 11/02/ | 12 News M-F | 6а | 6-7A | | :30 | | NM | 15 | \$15,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | 4.0,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$1,000.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/22/12
Week: 10/29/12 | 10/28/12
11/04/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| | | -TWTF | 4 | \$1,000.00 | | | | | | |
| 15 WISN 10/02
Start Date | 1/12 11/02/
End Date | | nent Tonight | 630p-7pm | | :30 | | NM | 12 | \$10,200.00 |
| Week: 10/01/12 | 10/07/12 | <u>Weekdays</u>
-TWTF | <u>Spots/Week</u>
2 | <u>Rate</u>
\$850.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$850.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$850.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$850.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 3 | \$850.00 | | | | • | | |
| 16 WISN 10/02 | /12 11/02/ | 12 Good Mor | ning America | 7-9a | • | :30 | | NM | 21 | \$21,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .00 | | 1,414 | 21 | Ψ21,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 4 | \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 4 | \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 5 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 5 | \$1,000.00 | | | | | | |
| 17 WISN 10/02 | | | | 9-10am | | :30 | | NM | 14 | \$6,300.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/01/12
Week: 10/08/12 | 10/07/12
10/14/12 | -TWTF | 2 | \$450.00 | | | | | | |
| Week: 10/15/12 | 10/14/12 | -TWTF
-TWTF | 2
3 | \$450.00
\$450.00 | | | | | | |
| Week: 10/13/12 | 10/21/12 | -TWTF | 3 | \$450.00
\$450.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$450.00 | | | | | | |
| 18 WISN 10/26 | *************************************** | | | Fri 9-10p | | :30 | | NM | 4 | #2 000 00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .50 | | 14141 | 1 | \$3,000.00 |
| Week: 10/22/12 | 10/28/12 | 1- <u>-</u> | 1 | \$3,000.00 | | | | | | |
| 19 WISN 10/08 | /12 11/05/1 | i2 Dancing | | Prime Other | | :30 | | NM | 5 | \$25,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | • | 7=0,000.00 |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$5,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$5,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$5,000.00 | | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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10/03/12 / 10/03/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

| | Contract / Revision
939457 / 3 | Alt Order #
06262067 | | |
|---------------------------------------|-----------------------------------|-------------------------|--|--|
| Contract Dates
10/02/12 - 11/06/12 | Product
DSCC-IE | Estimate # | | |
| Advertiser | | iginal Date / Revision | | |

Democratic Senatorial Ca

| | | | | Spots/ | | | |
|---|--|------------------|------------------------------|---------------------------|---------------------------------------|-------|--------------------|
| *Line Ch Start Date | End Date Description | | Start/End Time | Days Length Week | Rate Type: | Spots | Amount |
| | d Date Weekdays | Spots/Week | Rate | | | | |
| <u>Spot Ch</u> <u>Date Ra</u>
3 WISN 10/22/1 | | | Start/End Time | Weekdays Length | <u>Rate Type</u> | | |
| See MG 19.6 | 12-10/20/12 Dancing | | Prime Other | M :30 \$5, | .000.00 NM | | |
| 6 WISN 10/22/1 | 2-10/28/12 Dancing | | Mon 7-8p | M: :30 \$5. | MN 00.000 | | |
| MG for 19.3 10/ | | | | .55 \$5, | 14141 | | |
| | /04/12 1 | 1 | \$5,000.00 | | | | |
| Week: 11/05/12 11/ | /11/12 1 | 1 | \$5,000.00 | | | | |
| 20 WISN 10/22/12 | | | Mon 9-10p | :30 | NM | 1 | \$4,000.00 |
| | <u>d Date</u> <u>Weekdays</u>
/28/12 1 | Spots/Week
1 | Rate | | | | , |
| Spot Ch Date Ra | | • | \$4,000.00
Start/End Time | Monkedova Landi | D-4- 7 | | |
| 1 WISN 10/22/1 | | | Mon 9-10p | Weekdays Length M:30 \$4. | <u>Rate</u> <u>Type</u>
-000-00 NM | | |
| Credited | | | 111011 0-10p | .50 94; | - 000.00 (VIVI | | |
| Week: 10/29/12 11/ | /04/12 1 | 1 | \$4,000.00 | | | | |
| 21 WISN 10/06/12 | 11/03/12 Late News 9 | Sa 10pm | 10-1035p | :30 | NM | 5 | \$3,000.00 |
| | <u>d Date</u> Weekdays | Spots/Week | <u>Rate</u> | | | J | Ψ5,000.00 |
| | 707/121- | 1 | \$600.00 | | | | |
| | /14/121-
/21/121- | 1 | \$600.00 | | | | |
| · · · · · · · · · · · · · · · · · · · | 28/121- | 1 | \$600.00
\$600.00 | | | | |
| | 04/121- | 1 | \$600.00 | | · | | |
| · | 10/13/12 College Foo | | 230p-6p | •20 | | á | |
| | d Date Weekdays | Spots/Week | Rate | :30 | MM | 1 | \$6,500.00 |
| | 14/121- | 1 | \$6,500.00 | | | | |
| 23 WISN 10/06/12 | 11/03/12 News Sa 6p | -630p | 6-630pm | :30 | NM | 5 | \$2,500.00 |
| | <u> Date</u> <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | ŭ | Ψ 2 1000.00 |
| | 07/121- | 1 | \$500.00 | | | | |
| | 14/121-
21/121- | 1 | \$500.00
\$500.00 | | | | |
| | 28/121- | 1 | \$500.00
\$500.00 | | | | |
| | 04/121- | 1 | \$500.00 | | | | |
| 24 WISN 10/13/12 | 11/03/12 Sa 458-6a | | 456-6AM | :30 | NIM | | 0000.00 |
| | Date Weekdays | Spots/Week | Rate | .30 | NM | 4 | \$800.00 |
| | 14/121- | 1 | \$200.00 | | | | |
| | 21/121- | 1 | \$200.00 | | | | |
| | 28/121- | 1 | \$200.00 | | | | |
| | 04/121- | 1 | \$200.00 | | | | |
| 25 WISN 10/06/12
Start Date End | 11/03/12 News Sa 6p-
1 Date <u>Weekdays</u> | -630p | 6-630pm | :30 | NM | 5 | \$3,500.00 |
| | 07/121- | Spots/vveek
1 | <u>Rate</u>
\$700.00 | | | | |
| | 14/121- | 1 | \$700.00 | | | | |
| Week: 10/15/12 10/2 | 21/121- | 1 | \$700.00 | | | | |
| | 28/121- | 1 | \$700.00 | | i | | |
| Week: 10/29/12 11/0 | 04/121- | 1 | \$700.00 | | | | |
| 26 WISN 10/06/12 | | | 6-7a | :30 | NM | 5 | \$3,000.00 |
| | <u> Date</u> <u>Weekdays</u> | Spots/Week | Rate | | | - | |
| | 07/121-
14/121- | 1 | \$600.00 | | | | |
| | 21/121- | 1 | \$600.00
\$600.00 | | | | |
| 1072 | | , | φυυυ.υψ | | 1 | | |

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10/03/12 / 10/03/12



Week: 10/22/12

10/28/12

----1

Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision

Democratic Senatorial Ca

| | | | | Dem | ocratic 5 | enatorial Ca | | 10/03/12 | / 10 | 1/03/12 |
|----------------------------------|-------------------------------------|--------------------------|-----------------|---------------------------|------------|-----------------------|---|-------------|--------|------------------|
| *Line Ch Start | Date End D | Date Description | on | Start/End Time | Days | Spots/
Length Week | Rate | TypeS | pots | Amount |
| Start Date | End Date | Weekdays | Spots/Week | Rate | ·········· | | | 1 | F - 10 | Antount |
| Week: 10/22/12 | 10/28/12 | 1- | 1 | \$600.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1- | 1 | \$600.00 | | | | 1 | | |
| 27 WISN 10/20 | 0/12 11/03/ | 12 SA 630-7p | | 630p-7p | | :30 | | NM | 2 | 01 000 00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .50 | | IAIAI | 2 | \$1,000.00 |
| Week: 10/15/12 | 10/21/12 | 1- | 1 | \$500.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | | 0 | \$0.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1- | 1 | \$500.00 | | | | | | |
| 28 WISN 10/13 | 3/12 10/27/ | 12 Sat 630-7p | | 630-7p | | :30 | | NM | 2 | \$2,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | - | Ψ2,000.00 |
| Week: 10/08/12 | 10/14/12 | 1- | 1 | \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | | 0 | \$0.00 | | | | Ī | | |
| Week: 10/22/12 | 10/28/12 | 1_ | 1 | \$1,000.00 | | | *************************************** | | | |
| 29 WISN 10/06 | | | College Footbal | 7-1030p | | :30 | | NM | 3 | \$3,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | , |
| Week: 10/01/12
Week: 10/08/12 | 10/07/12
10/14/12 | 1- | 1 | \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/14/12 | 2- | 0 | \$0.00 | | | | | | |
| | *** | | 2 | \$1,000.00 | | | | | | |
| 30 WISN 10/13 | | | | 7-9am | | :30 | | NM | 4 | \$1,800.00 |
| Start Date Week: 10/08/12 | End Date
10/14/12 | <u>Weekdays</u>
1- | Spots/Week
1 | Rate | | | | | | |
| Week: 10/05/12 | 10/21/12 | 1- | 1 | \$450.00 | | | | | | |
| Week: 10/13/12
Week: 10/22/12 | 10/21/12 | 1 <u>-</u> | 1 | \$450.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1- | 1 | \$450.00
\$450.00 | | | | | | |
| 31 WISN 10/07 | | | • | | | | | ···· | | |
| Start Date | /12 11/04/ ⁻
End Date | 12 Late News
Weekdays | • | 10p-1030p | | :30 | | NM | 5 | \$8,000.00 |
| Week: 10/01/12 | 10/07/12 | 1 | Spots/Week
1 | <u>Rate</u>
\$1,600.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$1,600.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,600.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,600.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,600.00 | | | | | | |
| 32 WISN 10/14 | /12 11/04/1 | 2 Late News | SU 1030PM | 1030p-11p | ····· | :30 | | | 4 | 00 no |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .30 | | NM | 4 | \$3,800.00 |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$950.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$950.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$950.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$950.00 | | | | | | |
| 33 WISN 10/14 | | | | 458-6AM | | :30 | • | NM | 4 | \$800.00 |
| Start Date | | <u>Weekdays</u> | Spots/Week | Rate | | - | | | 7 | Ψ000.00 |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$200.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$200.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$200.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$200.00 | | | | | | |
| 34 WISN 10/07/ | | | | 530-6p | | :30 | | NM | 5 | \$2,500.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | - | , _, - 00.00 |
| Week: 10/01/12 | 10/07/12 | 1 | 1 | \$500.00 | | | | | | |
| Week: 10/08/12
Week: 10/15/12 | 10/14/12
10/21/12 | <u>1</u> | 1 | \$500.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$500.00 | | | | | | |

\$500.00

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Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision / 10/03/12 10/03/12 Democratic Senatorial Ca

| *line Ch Ctart Data Find Data Data Data di | a= .= | Spots/ | | |
|--|---------------------------|--------------------------------|--------------|-------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | Type Spots | Amount |
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1 | <u>Rate</u>
\$500.00 | | | , |
| 35 WISN 10/07/12 11/04/12 Sun GMA | 6-7a | :30 | NM 5 | \$2,000.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | : | 42,000.00 |
| Week: 10/01/12 10/07/121 1 | \$400.00 | | | |
| Week: 10/08/12 10/14/121 1 | \$400.00 | | | |
| Week: 10/15/12 10/21/121 1 Week: 10/22/12 10/28/121 1 | \$400.00 | | 1 | |
| Week: 10/22/12 | \$400.00 | | | |
| 36 WISN 10/21/12 10/21/12 Once | \$400.00
Sun 7-8p | | | |
| Start Date End Date Weekdays Spots/Week | Rate | :30 | NM 1 | \$2,500.00 |
| Week: 10/15/12 10/21/121 1 | \$2,500.00 | | | |
| 37 WISN 10/07/12 11/04/12 News Sun 7-9a | 7-9am | :30 | NM 5 | \$2,000.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | Ψ2,000.00 |
| Week: 10/01/12 10/07/121 1 | \$400.00 | | | |
| Week: 10/08/12 10/14/121 1 | \$400.00 | | | |
| Week: 10/15/12 10/21/121 1 | \$400.00 | | 1 | |
| Week: 10/22/12 10/28/121 1 Week: 10/29/12 11/04/121 1 | \$400.00 | | i | |
| | \$400.00 | | | |
| 38 WISN 10/14/12 11/04/12 This Week With George Ste
Start Date End Date Weekdays Spots/Week | | :30 | NM 2 | \$2,000.00 |
| Week: 10/08/12 10/14/121 1 | <u>Rate</u>
\$1,000.00 | | | |
| Week: 10/15/12 10/21/12 0 | \$0.00 | | | |
| Week: 10/22/12 10/28/12 0 | \$0.00 | | | |
| Week: 10/29/12 11/04/121 1 | \$1,000.00 | | | |
| 39 WISN 10/09/12 10/23/12 DanceResults | Tue 7-8p | :30 | NM 2 | \$10,000.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | 410,000.00 |
| Week: 10/08/12 10/14/12 -1 1 | \$5,000.00 | | | |
| Week: 10/15/12 10/21/12 0 | \$0.00 | | | |
| Week: 10/22/12 10/28/12 -1 1 | \$5,000.00 | | | |
| 40 WISN 10/02/12 10/09/12 HappyEnd | Tue 8-9p | :30 | NM 2 | \$5,000.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -1 1 | <u>Rate</u>
\$2,500.00 | | İ | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | <u>Typ</u> e | |
| 1 WISN 10/01/12-10/07/12 HappyEnd | Tue 8-9p | -Tu :30 \$2,500.00 | NM | |
| See MG 40.3 | | ,00 02,000.00 | 1447 | |
| 3 WISN 10/01/12-10/07/12 DWTS Results | Tue 8-9p | -Tu :30 \$ 2,500.00 | NM | |
| ® See MG 40.4 | | | | |
| 4 WISN 10/01/12-10/07/12 DWTS | Tue 7-8p | -Tu :30 \$2,500.00 | NM | |
| ₩ MG for 40.3 10/02
Week: 10/08/12 10/14/12 -1 1 | \$2,500.00 | | | |
| 41 WISN 10/02/12 10/30/12 PrivatePractice | | -20 | | |
| Start Date End Date Weekdays Spots/Week | Tue 9-10p
Rate | :30 | NM 2 | \$4,400.00 |
| Week: 10/01/12 10/07/12 -1 1 | \$2,200.00 | | | |
| Week: 10/08/12 10/14/12 0 | \$0.00 | | • | |
| Week: 10/15/12 10/21/12 -1 1 | \$2,200.00 | | 1 | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | <u>Type</u> | |
| 2 WISN 10/15/12-10/21/12 PrivatePractice | Tue 9-10p | -Tu :30 \$2,200.00 | NM | |
| Credited Week: 10/23/43 10/23/43 | | | 1 | |
| Week: 10/22/12 10/28/12 0 | \$0.00 | | 1 | |

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10/03/12 / 10/03/12



| | Contract / Revision
939457 / 3 | Alt Order #
06262067 |
|---------------------------------------|-----------------------------------|-------------------------|
| Contract Dates
10/02/12 - 11/06/12 | Product
DSCC-IE | Estimate #
1533 |
| Advertiser | Or | iginal Date / Revision |

Democratic Senatorial Ca

| *Line Ch Start Date End Date Description | Start/End Time | Spots/
Days Length Week Rate | Tuno Co | _1_ | A |
|--|---------------------------|---------------------------------|-------------|-----|---|
| Start Date End Date Weekdays Spots/Weel | Rate | Days Length Week Rate | Type Sp | ots | Amount |
| Week: 10/29/12 11/04/12 -1 1 42 WISN 10/16/12 10/30/12 HappyEnd | \$2,200.00
Tue 8-9p | :30 | NM | 2 | \$6,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 -1 1 | <u>Rate</u>
\$3,000.00 | | | - | ΨΟ,ΟΟΟ.00 |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | <u>Type</u> | | |
| 1 WISN 10/15/12-10/21/12 HappyEnd
Credited | Tue 8-9p | -Tu :30 \$3,000.00 | NM | | |
| Week: 10/22/12 10/28/12 -1 1 Week: 10/29/12 11/04/12 -1 1 | \$3,000.00 | | | | |
| Week: 10/29/12 11/04/12 -1 1 43 WISN 10/27/12 10/27/12 College Football Game #2 | \$3,000.00
230p-6p | :30 | | 4 | 07.044.44 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | :30 | NM | 1 | \$7,000.00 |
| Week: 10/22/12 10/28/121- 1 44 WISN 11/03/12 11/03/12 ABC Prime College Footh | \$7,000.00 | | | | |
| Start Date End Date Weekdays Spots/Week | | :30 | NM | 2 | \$2,600.00 |
| Week: 10/29/12 11/04/122 2 | \$1,300.00 | | | | |
| 45 WISN 10/28/12 10/28/12 Sun 9-930A Start Date End Date Weekdays Spots/Week | 9-930A
Rate | :30 | NM | 2 | \$450.00 |
| Week: 10/22/12 10/28/122 2 | \$225.00 | | | | |
| 46 WISN 10/22/12 10/22/12 General Hospital Start Date End Date Weekdays Spots/Week | 2-3pm/1-2p
Rate | :30 | NM | 1 | \$350.00 |
| Week: 10/22/12 10/28/12 1 1 | \$350.00 | | | | |
| 47 WISN 11/06/12 11/06/12 General Hospital Start Date End Date Weekdays Spots/Week | 2-3pm/1-2p | :30 | NM | 1 | \$350.00 |
| Week: 11/05/12 11/11/12 -1 1 | Rate
\$350.00 | | 1 | | |
| 48 WISN 10/15/12 11/05/12 Late News 10PM | 10-1030p | :30 | NM | 4 | \$6,400.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 | <u>Rate</u>
\$1,600.00 | | | | |
| Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1 | \$1,600.00 | | | | |
| Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1 | \$1,600.00
\$1,600.00 | | | | |
| 49 WISN 10/15/12 11/05/12 The View | 10-11am | :30 | NM | 4 | \$2,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 1 1 | <u>Rate</u>
\$500.00 | | | | , |
| Week: 10/22/12 10/28/12 1 1 | \$500.00 | | | | |
| Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1 | \$500.00
\$500.00 | | | | |
| 50 WISN 11/06/12 11/06/12 The View | 10-11am | :30 | NM | 1 | \$500.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1 | <u>Rate</u> | | | • | Ψ300.00 |
| Week: 11/05/12 11/11/12 -1 1 51 WISN 10/15/12 11/05/12 ANDERSON COOPER | \$500.00
M-F 11A-12P | :30 | NM | 4 | \$000.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | .30 | INIVI | 4 | \$900.00 |
| Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1 | \$225.00
\$225.00 | | | | |
| Week: 10/29/12 11/04/12 1 1 | \$225.00 | | | | |
| Week: 11/05/12 11/11/12 1 1
52 WISN 10/29/12 11/05/12 3-4p | \$225.00 | | | | |
| Start Date End Date Weekdays Spots/Week | 3-4p
<u>Rate</u> | :30 | NM | 2 | \$1,000.00 |
| Week: 10/29/12 11/04/12 1 1 | \$500.00 | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order # 939457 06262067 / 3 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/03/12 / 10/03/12 **Democratic Senatorial Ca**

| | | | | | | Spots/ | | | | |
|-------------------------------------|----------------------|-----------------------|-----------------|---------------------------|-------|---------------|------|----------|------|------------------------|
| *Line Ch Start | Date End D | ate Descripti | on | Start/End Time | Days | Length Week | Rate | Type S | pots | Amount |
| Start Date
Week: 11/05/12 | End Date
11/11/12 | <u>Weekdays</u>
1 | Spots/Week
1 | <u>Rate</u>
\$500.00 | | | | | | |
| 53 WISN 11/06 | /12 11/06/ | 12 3-4p | | 3-4p | | :30 | | NM | 1 | \$500.00 |
| <u>Start Date</u>
Week: 11/05/12 | End Date
11/11/12 | <u>Weekdays</u>
-1 | Spots/Week
1 | <u>Rate</u>
\$500.00 | | | | | | 4000.00 |
| 54 WISN 10/29 | /12 11/05/ | 12 DR. OZ | | 4P-5P | | :30 | | MM | 2 | \$1,200.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | ' ' ' ' | - | Ψ1,200.00 |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$600.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$600.00 | ***** | | | | | |
| 55 WISN 10/15 | | | • | 5-530pm | | :30 | | NM | 4 | \$4,000.00 |
| <u>Start Date</u>
Week: 10/15/12 | End Date
10/21/12 | <u>Weekdays</u>
1 | Spots/Week | Rate | | | | | | |
| Week: 10/13/12
Week: 10/22/12 | 10/21/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,000.00 | | | | | | |
| | ··- | | _ | \$1,000.00 | | | | | | |
| 56 WISN 10/15 | | | | 5-6A | | :30 | | NM | 4 | \$1,400.00 |
| <u>Start Date</u>
Week: 10/15/12 | End Date
10/21/12 | Weekdays
1 | Spots/Week | Rate | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$350.00
\$350.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$350.00
\$350.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$350.00 | | | | ŀ | | |
| 57 WISN 10/08 | | 12 News M-F | 6n | 6-630pm | | :30 | | NM | 5 | #C 000 00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .50 | | INIVI | 9 | \$6,000.00 |
| Week: 10/08/12 | 10/14/12 | 1 | 1 • | \$1,200.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,200.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,200.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,200.00 | | | | 1 | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,200.00 | | | | ı | | |
| 58 WISN 10/15/ | 12 11/05/1 | 12 News M-F | 6a | 6-7A | | :30 | | NM | 4 | \$4,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | • | Ψ1,000.00 |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,000.00 | | | | | | |
| 59 WISN 11/06/ | | | 6a | 6-7A | | :30 | | NM | 1 | \$1,000.00 |
| <u>Start Date</u>
Week: 11/05/12 | End Date
11/11/12 | <u>Weekdays</u>
-1 | Spots/Week
1 | <u>Rate</u>
\$1,000.00 | | | | | | , |
| 60 WISN 10/22/ | 12 11/05/1 | 2 Entertainm | ent Tonight | 630p-7pm | | :30 | | NM | 3 | \$2,550.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | · | | · '''' [| 5 | Ψ2 ₁ 000.00 |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$850.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$850.00 | | | | i | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$850.00 | | | | | | |
| 61 WISN 10/08/ | | 2 Good Morr | ning America | 7-9a | | :30 | | NM | 5 | \$5,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | <u>Rate</u> | | | | 1 | - | ,0.00 |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | | 1 | \$1,000.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,000.00 | | | | I | | |

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10/03/12

/ 10/03/12

357

\$321,300.00

Totals



| | Contract / Revision
939457 / 3 | <u>Alt Order #</u>
06262067 |
|---------------------|-----------------------------------|--------------------------------|
| Contract Dates | Product | Estimate # |
| 10/02/12 - 11/06/12 | DSCC-IE | 1533 |
| Advertiser | Or | iginal Date / Revision |

Spots/ Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount Start Date **End Date** Weekdays Spots/Week Rate 62 WISN 11/06/12 11/06/12 Good Morning America 7-9a :30 NM \$1,000.00 End Date Start Date Weekdays Spots/Week <u>Rate</u> Week: 11/05/12 11/11/12 -1----\$1,000.00 WISN 10/15/12 11/05/12 LIVE WITH KELLY! 9-10am :30 NM \$1,800.00 End Date Start Date <u>Weekdays</u> Spots/Week Rate Week: 10/15/12 10/21/12 1-----\$450.00 Week: 10/22/12 10/28/12 1----1 \$450.00 Week: 10/29/12 11/04/12 1----1 \$450.00 Week: 11/05/12 11/11/12 \$450.00 WISN 10/06/12 10/06/12 PostBadger PostBadger :30 NM \$1,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 \$1,000.00 65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost 630-7p, 6-630p :30 NM \$1,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 --S-\$1,500.00 66 WISN 10/04/12 10/04/12 LastResort Thu 7-8p :30 NM \$3,000.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ---T---1 \$3,000.00 67 WISN 10/04/12 10/05/12 News M-F 5a 5-6A :30 NM \$350.00 Start Date **End Date Weekdays** Spots/Week Rate Week: 10/01/12 10/07/12 ---TF--1 \$350.00 68 WISN 10/06/12 10/06/12 Sa 458-6a 456-6AM :30 NM \$250.00 Start Date **End Date** Spots/Week <u>Weekdays</u> Rate ----s-Week: 10/01/12 10/07/12 \$250.00 1 69 WISN 10/07/12 10/07/12 Su 458-6a 458-6AM :30 NM \$200.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 \$200.00 70 WISN 10/04/12 10/05/12 KATIE COURIC M-F 2-3P :30 NM 2 \$800.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ---TF--2 \$400.00 71 WISN 10/04/12 10/05/12 Nightline 11p-1130p :30 NM \$1,500.00 End Date Start Date **Weekdays** Spots/Week <u>Rate</u> Week: 10/01/12 10/07/12 TF-1 \$1,500.00 72 WISN 10/06/12 INSIDE THE HUDDLE INSIDE HUD 1035| 10/06/12 :30 NM 1 \$250.00 Start Date End Date Spots/Week Weekdays Rate Week: 10/01/12 10/07/12 ----S-1 \$250.00

Democratic Senatorial Ca

| Time Period | # of Spots | Gross Amount | Net Amount |
|--------------------|------------|--------------|--------------|
| 10/01/12 -10/28/12 | 256 | \$231,600.00 | \$196,860.00 |
| 10/29/12 -11/06/12 | 101 | \$89,700.00 | \$76,245.00 |
| Totals | 357 | \$321,300,00 | \$273,105,00 |

| Signature: |
 | Date: _ |
 |
|------------|------|---------|------|
| | | | |

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| | Contract / Revision | on Alt Order # |
|---------------------------------------|---------------------|--------------------------|
| | 939457 / | 3 06262067 |
| Contract Dates
10/02/12 - 11/06/12 | Product
DSCC-IE | Estimate # |
| Advertiser | | Original Date / Revision |
| Democratic Senatorial | Са | 10/03/12 / 10/03/12 |

CONTRACT

Contract Agreement Between: **WISN TV** 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

| | Contract / Re | <u>vision</u> | 1 | Alt Order# | |
|--------------------------|---------------|---------------|----------|-------------|----------------|
| | 939457 | / 4 | ŀ | 06262067 | |
| Product | | | <u>-</u> | | |
| DSCC-IE | | | | | |
| Contract Dates | Estimate # | | | | |
| 10/02/12 - 11/06/12 | 1533 | | | | |
| <u>Advertiser</u> | | | Orio | inal Date | / Revision |
| Democratic Senatorial Ca | ımpaign Com | mittee | 10 | 0/04/12 | / 10/04/12 |
| | Billing Cycle | Billing | Cale | ndar | Cash/Trade |
| | EOM/EOC | Broado | ast | | Cash |
| | Station | Accour | nt Ex | recutive | Sales Office |
| | WISN | Will Hil | ldebi | randt | HRP -Washingto |
| | Special Hand | ling | | | <u> </u> |
| | | | | | |
| | Demographic | | | | |
| | Adults 35+ | | | | |
| | | | | | |
| | | | | | |
| | IDB# | Adverti | ser (| <u>Code</u> | Product Code |
| | 8091 | 49 | | | 53 |
| | Agency Ref | | | Advertiser | Ref |

| | | Spots/ | | |
|---|----------------|-----------------------|------------|--------------------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | Type Spots | Amount |
| 1 WISN 10/02/12 11/02/12 General Hospital | 2-3pm/1-2p | :30 | NM 10 | \$3,500.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | 40,000.00 |
| Week: 10/01/12 | \$350.00 | | | |
| Week: 10/08/12 | \$350.00 | | | |
| Week: 10/15/12 | \$350.00 | | | |
| Week: 10/22/12 | \$350.00 | | | |
| Week: 10/29/12 11/04/12 -TwTF 2 | \$350.00 | | | |
| 2 WISN 10/02/12 11/02/12 Late News 10PM | 10-1030p | :30 | NM 15 | \$24,000.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | Ψ2-7 ₁ 000.00 |
| Week: 10/01/12 | \$1,600.00 | | | |
| Week: 10/08/12 | \$1,600.00 | | | |
| Week: 10/15/12 | \$1,600.00 | | | |
| Week: 10/22/12 | \$1,600.00 | | | |
| Week: 10/29/12 11/04/12 -TWTF 4 | \$1,600.00 | | | |
| 3 WISN 10/02/12 11/02/12 The View | 10-11am | :30 | NM 14 | \$7,000.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | Ψ1,000.00 |
| Week: 10/01/12 | \$500.00 | | | |
| Week: 10/08/12 | \$500.00 | | | |
| Week: 10/15/12 | \$500.00 | | | |
| Week: 10/22/12 | \$500.00 | | | |
| Week: 10/29/12 11/04/12 -TWTF 4 | \$500.00 | | | |
| 4 WISN 10/02/12 11/02/12 Late News 1030PM | 1030p-11p | :30 | NM 5 | \$4,750.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | • | 4 1,1 00.00 |
| Week: 10/01/12 | \$950.00 | | | |
| Week: 10/08/12 | \$950.00 | | | |
| Week: 10/15/12 | \$950.00 | | | |
| Week: 10/22/12 | \$950.00 | | | |
| Week: 10/29/12 11/04/12 -TWTF 1 | \$950.00 | | 1 | |
| 5 WISN 10/02/12 11/02/12 Nightline | 11p-1130p | :30 | NM 8 | \$6,000.00 |
| Start Date End Date Weekdays Spots/Week | Rate | · · · - | | \$0,000.00 |
| Week: 10/01/12 | \$750.00 | | • | |
| Week: 10/08/12 | \$750.00 | | | |

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| | Contract / Revision | Alt Order # |
|---------------------|---------------------|-------------|
| | 939457 / 4 | 06262067 |
| Contract Dates | Product | Estimate # |
| 10/02/12 - 11/06/12 | DSCC-IE | 1533 |

| Advertiser | Original Date / Revision |
|--------------------------|--------------------------|
| Democratic Senatorial Ca | 10/04/12 / 10/04/12 |

| *Line Ch Start D | ate End Da | ate Description | 1 | Start/End Time | Days | Spots/
Length Week | Rate | TypeS | Spots | Amount |
|-------------------------------------|-----------------------|--------------------------|---------------------------------------|-------------------------|------|-----------------------|------|-------|----------|---------------------------------|
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | <u> </u> | | T | <u>,</u> | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$750.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$750.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$750.00 | | | | | | |
| 6 WISN 10/02/1 | | | | M-F 11A-12P | | :30 | | MM | 14 | \$3,150.00 |
| <u>Start Date</u>
Week: 10/01/12 | End Date
10/07/12 | Weekdays
-TwTF | Spots/Week
2 | <u>Rate</u>
\$225.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$225.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$225.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$225.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$225.00 | | | | ŀ | | |
| 7 WISN 10/09/1 | 2 11/02/1 | 2 THE CHEW | | 12P-1P | | :30 | | NM | 8 | \$2,400.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | Ü | Ψ 2 , -100.00 |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$300.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | ~TWTF | 2 | \$300.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$300.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$300.00 | | | | | | |
| 8 WISN 10/02/1 | | | | M-F 2-3P | | :30 | | MM | 10 | \$4,000.00 |
| <u>Start Date</u>
Week: 10/01/12 | End Date
10/07/12 | <u>Weekdays</u>
-TWTF | Spots/Week
2 | <u>Rate</u>
\$400.00 | | | | | | |
| | 10/14/12 | -TWTF | 2 | \$400.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$400.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$400.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$400.00 | | | | | | |
| 9 WISN 10/02/1 | 2 11/02/1 | 2 3-4p | · · · · · · · · · · · · · · · · · · · | 3-4p | | :30 | | NM | 10 | \$5,000.00 |
| | End Date | <u>Weekdays</u> | Spots/Week | Rate | | , | | | 10 | ΨΟ,ΟΟΟ.ΟΟ |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$500.00 | | | | ŀ | | |
| Week: 10/15/12
Week: 10/22/12 | 10/21/12
10/28/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF
-TWTF | 2
2 | \$500.00
\$500.00 | | | | | | |
| | | | 2 | | | | | | | |
| 10 WISN 10/02/1
Start Date | 2 11/02/1
End Date | | Chatallala | 4P-5P | | :30 | | NM | 10 | \$6,000.00 |
| Week: 10/01/12 | 10/07/12 | Weekdays
-TWTF | Spots/Week
2 | <u>Rate</u>
\$600.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$600.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$600.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$600.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$600.00 | | | | | | |
| 11 WISN 10/02/1 | 2 11/02/1 | 2 News M-F 5 | p | 5-530pm | | :30 | | NM | 14 | \$14,000.00 |
| | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | • • | Ψ141000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$1,000.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| | 10/21/12
10/28/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| | 11/04/12 | -TWTF
-TWTF | 3
3 | \$1,000.00 | | | | | | |
| | | | | \$1,000.00 | | | | | | |
| 12 WISN 10/02/1
Start Date | 2 11/02/1
End Date | | | 5-6A | | :30 | | NM | 15 | \$5,250.00 |
| Week: 10/01/12 | 10/07/12 | Weekdays
-TWTF | Spots/Week
2 | <u>Rate</u>
\$350.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$350.00 | | | | | | |
| | | | | • | | | | ı | | |

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Week: 10/22/12

10/28/12

1-----

Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

| | *line Ch Claud | Data Fuel F | N=4= PN = ======= | • | 0 | _ | Spots/ | | | | |
|---|----------------------------------|------------------------|--------------------------|---------------------------------------|---------------------------|------|-------------|------|-----------|-------|-------------|
| , | *Line Ch Start | | | | Start/End Time | Days | Length Week | Rate | Type S | Spots | Amount |
| | Start Date Week: 10/15/12 | End Date
10/21/12 | <u>Weekdays</u>
-TWTF | <u>Spots/Week</u>
3 | Rate | | | | | | |
| | Week: 10/13/12
Week: 10/22/12 | 10/21/12 | -TWTF | 3 | \$350.00
\$350.00 | | | | | | |
| | Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$350.00
\$350.00 | | | | | | |
| | 13 WISN 10/02 | | | | | | | | | | |
| | Start Date | /12 11/02/
End Date | 12 News M-I
Weekdays | • | 6-630pm | | :30 | | NM | 14 | \$16,800.00 |
| | Week: 10/01/12 | 10/07/12 | -TWTF | Spots/Week
2 | <u>Rate</u>
\$1,200.00 | | | | | | |
| | Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$1,200.00 | | | | | | |
| | Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$1,200.00 | | | | | | |
| | Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$1,200.00 | | | | | | |
| | Week: 10/29/12 | 11/04/12 | -TWTF | 3 | \$1,200.00 | | | | | | |
| ٠ | 14 WISN 10/02 | /12 11/02/ | 12 News M-F | - 6a | 6-7A | • | :30 | | NM | 15 | \$15,000.00 |
| | Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | 4.5,000.00 |
| | Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$1,000.00 | | | | l | | |
| | Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| | Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| | Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| - | Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$1,000.00 | | | | | | |
| | 15 WISN 10/02/ | | | nent Tonight | 630p-7pm | | :30 | | NM | 12 | \$10,200.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | • |
| | Week: 10/01/12
Week: 10/08/12 | 10/07/12
10/14/12 | - T WTF | 2 | \$850.00 | | | | 1 | | |
| | Week: 10/05/12 | 10/14/12 | -TWTF | 2 | \$850.00 | | | | | | |
| | Week: 10/13/12 | 10/21/12 | -TWTF | 3 | \$850.00 | | | | | | |
| | Week: 10/29/12 | 11/04/12 | -TWTF
-TWTF | 2 | \$850.00 | | | | | | |
| - | | | | 3 | \$850.00 | | | | | | |
| | 16 WISN 10/02/ | | | ning America | 7-9a | | :30 | | NM | 21 | \$21,000.00 |
| | Start Date Week: 10/01/12 | End Date
10/07/12 | <u>Weekdays</u>
-TWTF | Spots/Week | Rate | | | | | | |
| | Week: 10/08/12 | 10/14/12 | -TWTF | 3
4 | \$1,000.00
\$1,000.00 | | | | | | |
| | Week: 10/15/12 | 10/21/12 | -TWTF | 4 | \$1,000.00
\$1,000.00 | | | | | | |
| | Week: 10/22/12 | 10/28/12 | -TWTF | 5 | \$1,000.00 | | | | | | |
| | Week: 10/29/12 | 11/04/12 | -TWTF | 5 | \$1,000.00 | | | | | | |
| • | 17 WISN 10/02/ | W | | | | | | | | | |
| | Start Date | End Date | 12 LIVE WIT
Weekdays | Spots/Week | 9-10am | | :30 | | NM | 14 | \$6,300.00 |
| | Week: 10/01/12 | 10/07/12 | -TWTF | <u> </u> | <u>Rate</u>
\$450.00 | | | | | | |
| | Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$450.00 | | | | | | |
| | Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$450.00 | | | | | | |
| | Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$450.00 | | | | | | |
| | Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$450.00 | | | | | | |
| - | 18 WISN 10/26/ | 12 10/26/1 | 2 2020 | · · · · · · · · · · · · · · · · · · · | Fri 9-10p | | :30 | | NIA # | | 00 000 55 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | | .50 | | NM | 1 | \$3,000.00 |
| _ | Week: 10/22/12 | 10/28/12 | 1 | 1 | \$3,000.00 | | | | | | |
| _ | 19 WISN 10/08/ | 12 11/05/1 | 2 Dancing | | Prime Other | | :30 | | NM | 5 | \$25 000 00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | | .00 | | 1 4 1 4 1 | ວ | \$25,000.00 |
| | Week: 10/08/12 | 10/14/12 | 1 | 1 | \$5,000.00 | | | | | | |
| | Week: 10/15/12 | 10/21/12 | 1 | 1 | \$5,000.00 | | | | j | | |
| | | | | | | | | | | | |

\$5,000.00

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Contract / Revision Alt Order# 939457 06262067 1 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

| *Line Ch Start Date End Date Description | | Start/End Time | Days | Spot
Length Wee | | TypeS | pots | Amount |
|--|----------|-------------------------|-----------------|--------------------|------------------------|---|------|-------------------|
| | ots/Week | Rate | | | | <u>, , , , , , , , , , , , , , , , , , , </u> | | |
| Spot Ch Date Range Description | | Start/End Time | Weekdays | | <u>Rate</u> | <u>Type</u> | | |
| 3 WISN 10/22/12-10/28/12 Dancing | | Prime Other | M | :30 | \$5,000.00 | NM | | |
| See MG 19.6
6 WISN 10/22/12-10/28/12 Dancing | | Mon 7 On | | .20 | #5 000 00 | | | |
| (b) MG for 19.3 10/22 | | Mon 7-8p | M | :30 | \$5,000.00 | NM | | |
| Week: 10/29/12 11/04/12 1 | 1 | \$5,000.00 | | | | | | |
| Week: 11/05/12 11/11/12 1 | 1 | \$5,000.00 | | | | | | |
| 20 WISN 10/22/12 10/29/12 Castle | | Mon 9-10p | | :30 | | NM | 1 | \$4,000.00 |
| | ots/Week | Rate | | | | | • | \$1,000.00 |
| Week: 10/22/12 10/28/12 1 | 1 | \$4,000.00 | | | _ | | | |
| <u>Spot Ch</u> <u>Date Range</u> <u>Description</u>
1 WISN 10/22/12-10/28/12 Castle | | Start/End Time | <u>Weekdays</u> | | Rate | <u>Type</u> | | |
| Credited Castle | | Mon 9-10p | M | :30 | \$ 4,000.00 | NM | | |
| Week: 10/29/12 11/04/12 1 | 1 | \$4,000.00 | | | | | | |
| 21 WISN 10/06/12 11/03/12 Late News Sa 10 |)pm | 10-1035p | | :30 | | NM | 5 | \$3,000.00 |
| Start Date End Date Weekdays Spi | ots/Week | Rate | | .53 | | 1,444 | Ü | Ψ5,000.00 |
| Week: 10/01/12 10/07/121- | 1 | \$600.00 | | | | | | |
| Week: 10/08/12 10/14/121- | 1 | \$600.00 | | | | | | |
| Week: 10/15/12 10/21/121-
Week: 10/22/12 10/28/121- | 1 | \$600.00 | | | | | | |
| Week: 10/29/12 11/04/121- | 1 | \$600.00
\$600.00 | | | | | | |
| | 0 40 | | | | | | | |
| | ots/Week | 230p-6p
Rate | | :30 | | NM | 1 | \$6,500.00 |
| Week: 10/08/12 10/14/121- | 1 | \$6,500.00 | | | | | | |
| Spot Ch Date Range Description | | Start/End Time | Weekdays | <u>Length</u> | <u>Rate</u> | Туре | | |
| 1 WISN 10/08/12-10/14/12 College Football | Game #2 | 230p-6p | | a :30 | \$ 6,500.00 | NM | | |
| See MG 22.2
2 WISN 10/06/12-10/06/12 College Football | DADOED | 000 0 | | | | | | |
| 2 WISN 10/06/12-10/06/12 College Football | BADGER | 230p-6p | S | ia :30 | \$6,500.00 | NM | | |
| 23 WISN 10/06/12 11/03/12 News Sa 6p-630p | <u> </u> | 6-630pm | | :30 | | N/A | - | |
| | ots/Week | Rate | | .30 | | NM | 5 | \$2,500.00 |
| Week: 10/01/12 10/07/121- | 1 | \$500.00 | | | | | | |
| Week: 10/08/12 10/14/121- | 1 | \$500.00 | | | | | | |
| Week: 10/15/12 10/21/121- | 1 | \$500.00 | | | | | | |
| Week: 10/22/12 10/28/121-
Week: 10/29/12 11/04/121- | 1 | \$500.00 | | | | | | |
| **** | 1 | \$500.00 | | | | · | | |
| 24 WISN 10/13/12 11/03/12 Sa 458-6a
<u>Start Date</u> <u>End Date</u> Weekdays Spo | ots/Week | 456-6AM | | :30 | | NM | 4 | \$800.00 |
| Week: 10/08/12 10/14/121- | 1 | <u>Rate</u>
\$200.00 | | | | | | |
| Week: 10/15/12 10/21/121- | 1 | \$200.00 | | | | | | |
| Week: 10/22/12 10/28/121- | 1 | \$200.00 | | | | | | |
| Week: 10/29/12 11/04/121- | 1 | \$200.00 | | | | | | |
| 25 WISN 10/06/12 11/03/12 News Sa 6p-630p | | 6-630pm | | :30 | | NM | 5 | \$3,500.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spo</u>
Week: 10/01/12 10/07/121 | ots/Week | Rate | | | | | | |
| Week: 10/01/12 10/07/121- | 1 | \$700.00
\$700.00 | | | | | | |
| Week: 10/15/12 10/21/121- | 1 | \$700.00 | | | | | | |
| Week: 10/22/12 10/28/121- | 1 | \$700.00 | | | | | | |
| Week: 10/29/12 11/04/121- | 1 | \$700.00 | | | | ĺ | | |
| | | | | | | • | | |

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10/04/12

/ 10/04/12



Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

Democratic Senatorial Ca

| *Line Ch Start | Date End D | ate Descriptio | n | Start/End Time | Days | Spots/
Length Week | Rate | Type S _I | oots | Amount |
|----------------------------------|---|--------------------------|-----------------|--------------------------|------|-----------------------|------|---------------------|------|------------|
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | M | | | ··· |
| 26 WISN 10/06 | | 12 Sat GMA | | 6-7a | | :30 | | NM | 5 | \$3,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | - 1 | | , |
| Week: 10/01/12 | 10/07/12 | 1- | 1 | \$600.00 | | | | [| | |
| Week: 10/08/12
Week: 10/15/12 | 10/14/12 | 1- | 1 | \$600.00 | | | | | | |
| Week: 10/13/12
Week: 10/22/12 | 10/21/12
10/28/12 | 1-
1- | 1 | \$600.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1- | 1 | \$600.00 | | | | l l | | |
| | | | | \$600.00 | | | | | | |
| 27 WISN 10/20
Start Date | /12 11/03/
End Date | 12 SA 630-7p
Weekdays | Cnoto Mank | 630p-7p | | :30 | | NM | 2 | \$1,000.00 |
| Week: 10/15/12 | 10/21/12 | 1- | Spots/Week
1 | <u>Rate</u>
\$500.00 | | | | i | | |
| Week: 10/22/12 | 10/28/12 | | Ö | \$0.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1- | 1 | \$500.00 | | | | i | | |
| 28 WISN 10/13 | /12 10/27/ | 12 Sat 630-7p | | 630-7p | | :30 | | NIA 6 | • | #0 000 00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | :30 | | NM | 2 | \$2,000.00 |
| Week: 10/08/12 | 10/14/12 | 1 - | 1 | \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | | 0 | \$0.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1- | 1 | \$1,000.00 | | | | | | |
| 29 WISN 10/06 | /12 10/20/ | 12 ABC Prime | College Footbal | 7-1030p | | :30 | | NM | 3 | \$3,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | .00 | | '''' | 3 | Ψ5,000.00 |
| Week: 10/01/12 | 10/07/12 | 1- | 1 | \$1,000.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | | 0 | \$0.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 2- | 2 | \$1,000.00 | | | | | | |
| 30 WISN 10/13 | /12 11/03/1 | 12 News Sat 7 | -9a | 7-9am | | :30 | | NM | 4 | \$1,800.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | **, |
| Week: 10/08/12 | 10/14/12 | 1- | 1 | \$450.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1- | 1 | \$450.00 | | | | | | |
| Week: 10/22/12
Week: 10/29/12 | 10/28/12
11/04/12 | 1-
1- | 1 | \$450.00 | | | | | | |
| | *************************************** | | | \$450.00 | | | | | | |
| 31 WISN 10/07/ | | | • | 10p-1030p | | :30 | | NM | 5 | \$8,000.00 |
| Start Date Week: 10/01/12 | End Date
10/07/12 | Weekdays | Spots/Week | Rate | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$1,600.00
\$1,600.00 | | | | l | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,600.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,600.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | i | \$1,600.00 | | | | | | |
| 32 WISN 10/14/ | | 2 ate News | SU 1030PM | 1030p-11p | | :30 | | | | 00 000 00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .au | | NM | 4 | \$3,800.00 |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$950.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$950.00 | | | | 1 | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$950.00 | | | | ļ | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$950.00 | | | | | | |
| 33 WISN 10/14/ | 12 11/04/1 | 2 Su 458-6a | | 458-6AM | | :30 | | NM | 4 | \$800.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | 155 | | , 1171 | 7 | Ψ500.00 |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$200.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$200.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$200.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$200.00 | | | | | | |
| 34 WISN 10/07/ | 12 11/04/1 | 2 News Sun 5 | 530pm | 530-6p | | :30 | | NM | 5 | \$2,500.00 |

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Contract / Revision Alt Order# 06262067 939457 / 4 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision Advertiser 10/04/12 / 10/04/12 Democratic Senatorial Ca

| | | Spots/ | | |
|--|---------------------------|---|--------------------------|-------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | Type Spots | Amount |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | |
| Week: 10/01/12 10/07/121 1 | \$500.00 | | | |
| Week: 10/08/12 10/14/121 1 | \$500.00 | | | |
| Week: 10/15/12 10/21/121 1 Week: 10/22/12 10/28/121 1 | \$500.00 | | | |
| Week: 10/29/12 11/04/121 1 | \$500.00 | | | |
| | \$500.00 | | | |
| 35 WISN 10/07/12 11/04/12 Sun GMA Start Date End Date Weekdays Spots/Week | 6-7a | :30 | NM 5 | \$2,000.00 |
| Week: 10/01/12 10/07/121 1 | <u>Rate</u>
\$400.00 | | | |
| Week: 10/08/12 10/14/121 1 | \$400.00 | | | |
| Week: 10/15/12 10/21/121 1 | \$400.00 | | | |
| Week: 10/22/12 10/28/121 1 | \$400.00 | | ľ | |
| Week: 10/29/12 11/04/121 1 | \$400.00 | | | |
| 36 WISN 10/21/12 10/21/12 Once | Sun 7-8p | :30 | NM 1 | \$2,500.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | · | ,, | ΨΕ,000.00 |
| Week: 10/15/12 10/21/121 1 | \$2,500.00 | | | |
| 37 WISN 10/07/12 11/04/12 News Sun 7-9a | 7-9am | :30 | NM 5 | \$2,000.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | |
| Week: 10/01/12 | \$400.00 | | | |
| Week: 10/08/12 10/14/121 1
Week: 10/15/12 10/21/121 1 | \$400.00 | | | |
| Week: 10/2/12 10/28/121 1 | \$400.00 | | | |
| Week: 10/29/12 11/04/121 1 | \$400.00
\$400.00 | | | |
| | ······ | -20 | | |
| 38 WISN 10/14/12 11/04/12 This Week With George Stourn Date End Date Weekdays Spots/Week | epesu-rusuam
Rate | :30 | NM 2 | \$2,000.00 |
| Week: 10/08/12 10/14/121 1 | \$1,000.00 | | | |
| Week: 10/15/12 10/21/12 0 | \$0.00 | | | |
| Week: 10/22/12 10/28/12 0 | \$0.00 | | | |
| Week: 10/29/12 11/04/121 1 | \$1,000.00 | | | |
| 39 WISN 10/09/12 10/23/12 DanceResults | Tue 7-8p | :30 | NM 2 | \$10,000.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | 4.0100,00 |
| Week: 10/08/12 10/14/12 -1 1 | \$5,000.00 | | | |
| Week: 10/15/12 10/21/12 0 | \$0.00 | | | |
| Week: 10/22/12 10/28/12 -1 1 | \$5,000.00 | | | |
| 40 WISN 10/02/12 10/09/12 HappyEnd | Tue 8-9p | :30 | NM 2 | \$5,000.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -1 1 | <u>Rate</u>
\$2,500.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | Tuno | |
| 1 WISN 10/01/12-10/07/12 HappyEnd | Tue 8-9p | <u>Weekdays Length Rate</u>
-Tu ;30 \$2,500.00 | <u>Type</u>
<i>NM</i> | |
| See MG 40.3 | , αυ υ υρ | .50 \$2,500.00 | 1,4141 | |
| 3 WISN 10/01/12-10/07/12 DWTS Results | Tue 8-9p | -Tu :30 \$2 ,500.00 | NM | |
| ⊕ See MG 40.4 | | . , | | |
| 4 WISN 10/01/12-10/07/12 DWTS | Tue 7-8p | -Tu :30 \$2,500.00 | NM | |
| MG for 40.3 10/02 | | | | |
| Week: 10/08/12 10/14/12 -1 1 | \$2,500.00 | | | |
| 41 WISN 10/02/12 10/30/12 PrivatePractice | Tue 9-10p | :30 | NM 2 | \$4,400.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -1 1 | <u>Rate</u> | | | |
| 10/01/12 10/01/12 -1 | \$2,200.00 | | | |

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Contract / Revision Alt Order# 939457 06262067 1 4 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

Spots/ *Line Ch Start Date End Date Description Start/End Time Length Week Days Rate Type Spots Amount Start Date End Date Weekdays Spots/Week Rate Spot Ch Date Range Start/End Time Description <u>Weekdays</u> Length Rate Type 1 WISN 10/01/12-10/07/12 **PrivatePractice** Tue 9-10p -Tu-----:30 \$2,200.00 NM See MG 41.4 4 WISN 10/01/12-10/07/12 Scandal Thu 9-10p ----Th----:30 \$2,200.00 NM MG for 41.1 10/02 Week: 10/08/12 10/14/12 0 \$0.00 Week: 10/15/12 10/21/12 1 \$2,200.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate <u>Type</u> 2 WISN 10/15/12-10/21/12 Tue 9-10p :30 \$2,200,00 NM Credited Week: 10/22/12 10/28/12 0 \$0.00 Week: 10/29/12 11/04/12 1 \$2,200.00 42 WISN 10/16/12 10/30/12 HappyEnd Tue 8-9p :30 NM \$6,000.00 Spots/Week Start Date End Date Weekdays Rate Week: 10/15/12 10/21/12 1 \$3,000.00 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> <u>Length</u> <u>Type</u> Rate 1 WISN 10/15/12-10/21/12 HappyEnd Tue 8-9p -Tu-----\$3,000.00 NM Credited Week: 10/22/12 10/28/12 -1----1 \$3,000.00 Week: 10/29/12 11/04/12 -1----\$3,000.00 43 WISN 10/27/12 10/27/12 230p-6p College Football Game #2 :30 NM \$7,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 \$7,000.00 ----1-1 ABC Prime College Footbal 44 WISN 11/03/12 11/03/12 7-1030p .30 NM 2 \$2,600.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 ----2-2 \$1,300.00 45 WISN 10/28/12 10/28/12 Sun 9-930A 9-930A :30 NM 2 \$450.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 \$225.00 46 WISN 10/22/12 10/22/12 General Hospital 2-3pm/1-2p :30 NM \$350.00 Start Date End Date Weekdays Neekdays Spots/Week Rate Week: 10/22/12 10/28/12 1----\$350.00 1 47 WISN 11/06/12 11/06/12 General Hospital 2-3pm/1-2p :30 NM \$350.00 Start Date End Date Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 -1----1 \$350.00 48 WISN 10/15/12 11/05/12 Late News 10PM 10-1030p :30 NM \$6,400.00 Weekdays Start Date **End Date** Spots/Week Rate Week: 10/15/12 10/21/12 1----1 \$1,600.00 Week: 10/22/12 10/28/12 1----1 \$1,600.00 Week: 10/29/12 11/04/12 1 \$1,600.00 Week: 11/05/12 11/11/12 1 \$1,600.00 49 WISN 10/15/12 11/05/12 The View 10-11am :30 NM \$2,000.00 Weekdays Start Date End Date Spots/Week Rate Week: 10/15/12 10/21/12 1----1 \$500.00 Week: 10/22/12 10/28/12 1----1 \$500.00 11/04/12 Week: 10/29/12 1----1 \$500.00 Week: 11/05/12 11/11/12 1----\$500.00 50 WISN 11/06/12 11/06/12 The View 10-11am :30 NM \$500.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order # 939457 06262067 / 4 **Contract Dates** Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

Democratic Senatorial Ca 10/04/12 / 10/04/12

| | | | | | | Spots/ | | | | |
|-------------------------------------|---|--------------------------------|-----------------|---------------------------|------|-------------|---|-------|-------|-------------------|
| *Line Ch Start | Date End D | ate Descripti | on | Start/End Time | Days | Length Week | Rate | TypeS | Spots | Amount |
| <u>Start Date</u>
Week: 11/05/12 | End Date
11/11/12 | Weekdays
-1 | Spots/Week
1 | <u>Rate</u>
\$500.00 | | | | | | |
| 51 WISN 10/15 | | 12 ANDERSO | ON COOPER | M-F 11A-12P | · | :30 | | NM | 4 | \$900.00 |
| Start Date | End Date | <u>Weekdays</u>
1 | Spots/Week | Rate | | | | | | |
| Week: 10/15/12
Week: 10/22/12 | 10/21/12
10/28/12 | 1 | 1 | \$225.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$225.00
\$225.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$225.00 | | | | - 1 | | |
| 52 WISN 10/29 | | 12 3-4p | • | 3-4p | | :30 | | NM | 2 | ድ ፋ በበበ በበ |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .50 | | 14141 | 4 | \$1,000.00 |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$500.00 | | | | ŀ | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$500.00 | | | | | | |
| 53 WISN 11/06 | | • | | 3-4p | | :30 | | NM | 1 | \$500.00 |
| Start Date
Week: 11/05/12 | End Date
11/11/12 | <u>Weekdays</u>
-1 | Spots/Week
1 | <u>Rate</u>
\$500.00 | | | | | | |
| 54 WISN 10/29 | *************************************** | | , | 4P-5P | | :30 | | | 2 | #4 000 00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .50 | | NM | 2 | \$1,200.00 |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$600.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$600.00 | | | | l | | |
| 55 WISN 10/15 | | | • | 5-530pm | | :30 | *************************************** | NM | 4 | \$4,000.00 |
| Start Date Week: 10/15/12 | End Date | Weekdays | Spots/Week | Rate | | | | | | , |
| Week: 10/15/12
Week: 10/22/12 | 10/21/12
10/28/12 | 1
1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/22/12
Week: 10/29/12 | 11/04/12 | 1 | 1
1 | \$1,000.00
\$1,000.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,000.00 | | | | | | |
| 56 WISN 10/15 | | 12 News M-F | 5a | 5-6A | | :30 | 144 | NM | 4 | £1 400 00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .00 | | 14141 | 4 | \$1,400.00 |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$350.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$350.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$350.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$350.00 | | | | | | |
| 57 WISN 10/08/ | | | • | 6-630pm | | :30 | | NM | 5 | \$6,000.00 |
| Start Date Week: 10/08/12 | End Date
10/14/12 | <u>Weekdays</u>
1 - | Spots/Week | <u>Rate</u>
\$1,200.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,200.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,200.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,200.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,200.00 | | | | | | |
| 58 WISN 10/15/ | | 12` News M-F | 6a | 6-7A | | :30 | | NM | 4 | \$4,000.00 |
| Start Date Week: 10/15/12 | | <u>Weekdays</u>
1 | Spots/Week | Rate | | | | | | ,,,,,,,, |
| Week: 10/13/12 | 10/21/12
10/28/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,000.00
\$1,000.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,000.00 | | | | | | |
| 59 WISN 11/06/ | | | 6a | 6-7A | ···· | :30 | | NM | 1 | £1 000 00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .00 | | 14141 | ı | \$1,000.00 |
| Week: 11/05/12 | 11/11/12 | -1 | 1 | \$1,000.00 | | | | | | |
| 60 WISN 10/22/ | | | nent Tonight | 630p-7pm | | :30 | | NM | 3 | \$2,550.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | ı | | |

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

| | | | | | | Spots/ | | | | |
|-------------------------------------|---|-----------------------|------------------------|---------------------------|---|---------------|------|-------|-------|---|
| *Line Ch Start | Date End D | ate Description | on | Start/End Time | Days | Length Week | Rate | Туре | Spots | Amount |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$850.00 | | | | | | |
| Week: 10/29/12
Week: 11/05/12 | 11/04/12 | 1 | 1 | \$850.00 | | | | | | |
| | 11/11/12 | 1 | 1 | \$850.00 | | | | | | |
| 61 WISN 10/08 | | | ing America | 7-9a | | :30 | | NM | 5 | \$5,000.00 |
| Start Date Week: 10/08/12 | End Date
10/14/12 | <u>Weekdays</u>
1 | Spots/Week | Rate | | | | | | |
| Week: 10/05/12 | 10/14/12 | 1 | 1 | \$1,000.00
\$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | i | \$1,000.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | i | \$1,000.00 | | | | | | |
| 62 WISN 11/06/ | | 12 Good Morn | ing America | 7-9a | | :30 | | | | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | :30 | | NM | 1 | \$1,000.00 |
| Week: 11/05/12 | 11/11/12 | -1 | 1 | \$1,000.00 | | | | | | |
| 63 WISN 10/15/ | /12 11/05/ | 12 LIVE WITH | KELLYI | 9-10am | | :30 | | NM | 4 | £4 000 00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .00 | | 14141 | 4 | \$1,800.00 |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$450.00 | | | | İ | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$450.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$450.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$450.00 | | | | | | |
| 64 WISN 10/06/ | | 2 PostBadge | r | PostBadger | | :30 | | NM | 1 | \$1,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | , |
| Week: 10/01/12 | 10/07/12 | S- | 1 | \$1,000.00 | | | | | | |
| 65 WISN 10/06/ | | | | 630-7p, 6-630p | | :30 | | NM | 1 | \$1,500.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | Ī | | ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, |
| Week: 10/01/12 | 10/07/12 | \$- | 1 | \$1,500.00 | | | | | | |
| 66 WISN 10/04/ | | | | Thu 7-8p | | :30 | | NM | 1 | \$3,000.00 |
| <u>Start Date</u>
Week: 10/01/12 | End Date
10/07/12 | <u>Weekdays</u>
T | Spots/Week
1 | <u>Rate</u>
\$3,000.00 | | | | | | |
| 67 WISN 10/04/ | | | | | | | | | | |
| Start Date | 12 10/05/1
End Date | | - | 5-6A | | :30 | | NM | 1 | \$350.00 |
| Week: 10/01/12 | 10/07/12 | <u>Weekdays</u>
TF | <u>Spots/Week</u>
1 | <u>Rate</u>
\$350.00 | | | | | | |
| 68 WISN 10/06/ | **** | | • | | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | 456-6AM
Rate | | :30 | | NM | 1 | \$250.00 |
| Week: 10/01/12 | 10/07/12 | S- | 1 | \$250.00 | | | | | | |
| 69 WISN 10/07/ | 12 10/07/1 | 2 Su 458-6a | | 458-6AM | | :30 | | | | 2000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .30 | | NM | 1 | \$200.00 |
| Week: 10/01/12 | 10/07/12 | \$ | 1 | \$200.00 | | | | | | |
| 70 WISN 10/04/ | 12 10/05/1 | 2 KATIE COL | JRIC | M-F 2-3P | | :30 | | MM | 2 | \$900.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .00 | | NIVI | 2 | \$800.00 |
| Week: 10/01/12 | 10/07/12 | TF | 2 | \$400.00 | | | | | | |
| 71 WISN 10/04/ | 12 10/05/1 | 2 Nightline | | 11p-1130p | *************************************** | :30 | | NM | 1 | \$1,500.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | - | | | • | Ψ1,000.00 |
| Week: 10/01/12 | 10/07/12 | TF | 1 | \$1,500.00 | | | | | | |
| 72 WISN 10/06/ | | 2 INSIDE THE | HUDDLE | INSIDE HUD 1035 | | :30 | | NM | 1 | \$250.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | • | +=00.00 |
| Week: 10/01/12 | 10/07/12 | S- | 1 | \$250.00 | *************************************** | | | | | |
| | *************************************** | | | | | Totals | 3 | 1 | 357 | \$321,300.00 |
| | | | | | | iotak | - | | | JUL 1,000.00 |

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| | Contract / Revis
939457 / | ion
4 | Alt Order #
06262067 | |
|---------------------------------------|------------------------------|----------|--|--|
| Contract Dates
10/02/12 - 11/06/12 | Product
DSCC-IE | | Estimate #
1533 | |
| Advertiser
Democratic Senatoria | Ca | - 1 | ginal Date / Revision
10/04/12 / 10/04/12 | |

| Time Period | # of Spots | Gross Amount | Net Amount |
|--------------------|------------|--------------|--------------|
| 10/01/12 -10/28/12 | 256 | \$231,600.00 | \$196,860.00 |
| 10/29/12 -11/06/12 | 101 | \$89,700.00 | \$76,245.00 |
| Totals | 357 | \$321,300.00 | \$273,105.00 |

| Signature: _ | Date: | |
|--------------|-------|--|
| | | |

Product Code

53

Advertiser Ref

CONTRACT

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Alt Order# Contract / Revision 06262067 939457 5 Product DSCC-IE Contract Dates Estimate # 1533 10/02/12 - 11/06/12 Original Date / Revision Advertiser 10/05/12 **Democratic Senatorial Campaign Committee** / 10/05/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Account Executive Sales Office Station HRP -Washingt Will Hildebrandt WISN Special Handling Demographic Adults 35+

Advertiser Code

49

Spots/

IDB# 8091

Agency Ref

| | | | | | | Spots/ | | | | |
|------------------|-------------|-----------------|------------|----------------|------|-------------|------|--------|------|-------------|
| *Line Ch Start [| Date End Da | ate Descriptio | on | Start/End Time | Days | Length Week | Rate | Type S | pots | Amount |
| 1 WISN 10/02/ | 12 11/02/1 | 2 General Ho | spital | 2-3pm/1-2p | | :30 | | NM | 10 | \$3,500.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$350.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$350.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$350.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$350.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$350.00 | | | | | | |
| 2 WISN 10/02/ | 12 11/02/1 | 2 Late News | 10PM | 10-1030p | | :30 | | NM | 15 | \$24,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$1,600.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$1,600.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 4 | \$1,600.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$1,600.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$1,600.00 | | | | | | |
| 3 WISN 10/02/ | /12 11/02/ | 12 The View | | 10-11am | | :30 | | NM | 14 | \$7,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$500.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$500.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$500.00 | | | | | | |
| 4 WISN 10/02 | /12 11/02/ | 12 Late News | 1030PM | 1030p-11p | | :30 | | MM | 5 | \$4,750.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | 1 | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 1 | \$950.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 1 | \$950.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 1 | \$950.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 1 | \$950.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 1 | \$950.00 | | | | | | |
| 5 WISN 10/02 | /12 11/02/ | 12 Nightline | | 11p-1130p | | :30 | | NM | 8 | \$6,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | 1 | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 1 | \$750.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 1 | \$750.00 | | | | ŀ | | |
| | | | | | | | | | | |

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Alt Order# Contract / Revision 939457 / 5 06262067

Estimate # Contract Dates Product 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision Advertiser 10/05/12 / 10/05/12 Democratic Senatorial Ca

| Start Case End Date Description Start/End Time Days Length Week Rate Type Spots Amount | | | | | | | Spots/ | | | | |
|--|----------------|-------------|-----------------|------------|----------------|------|--------|------|--------|------|-------------|
| Week 1075112 1072112 -TNTF- | *Line Ch Start | Date End D | ate Descriptio | n | Start/End Time | Days | | Rate | Type S | pots | Amount |
| Week: 1002412 | | End Date | <u>Weekdays</u> | Spots/Week | | | | | | | |
| Week: 10/29/12 11/04/12 -TWTF 2 \$750.00 | | | | | • | | | | | | |
| The color of the | | | | | · · | | | | | | |
| Shart Date End Date Mesk Yang Spots | Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$750.00 | | | | | | |
| Week: 1007/12 1007/12 -TWTF 2 \$225.00 Week: 101/81/2 1002/12 -TWTF 2 \$225.00 Week: 101/81/2 1072/12 -TWTF 3 \$225.00 Week: 107/81/2 1072/12 -TWTF 4 \$225.00 7 WISN 100/91/2 1104/12 -TWTF 4 \$225.00 Week: 1072/12 1106/12 -TWTF 4 \$225.00 Week: 1072/12 1106/12 -TWTF 2 \$300.00 Week: 1072/12 1074/12 -TWTF 2 \$300.00 Week: 1072/12 1074/12 -TWTF 2 \$300.00 Week: 1072/12 1074/12 -TWTF 2 \$300.00 8 WISN 1002/12 1072/12 -TWTF 2 \$300.00 9 WiSN 1002/12 1074/12 -TWTF 2 \$400.00 Week: 1076/12 1072/12 -TWTF 2 \$400.00 Week: 1076/12 1072/12 -TWTF 2 | 6 WISN 10/02 | /12 11/02/1 | 12 ANDERSO | N COOPER | M-F 11A-12P | | :30 | | NM | 14 | \$3,150.00 |
| Week: 100/51/2 100/14/12 - THTF 2 \$225.00 | | | | | | | | | | | |
| Week: 10/15/12 10/21/12 -TWTF- 3 \$225.00 | | | | | | | | | | | |
| Week: 10/22/12 10/24/12 -TWTF 3 \$225.00 | | | | | | | | | | | |
| Week: 10/29/12 | | | | | | | | | | | |
| The color of the | | | | | | | | | | | |
| Start Date | | | | | | | | , | | • | 00 400 00 |
| Week: 1006/12 10/21/12 -TWTF 2 \$300.00 | 7 WISN 10/09 | | | | | | :30 | | NM | 8 | \$2,400.00 |
| Week: 1075/12 10721/12 -TWTF 2 \$300.00 | | | | | - | | | | | | |
| Neek: 10/22/12 10/28/12 -TWTF 2 \$300.00 | | | | | * | | | | | | |
| New 10/29/12 11/02/12 11/02/12 KATIE COURIC M-F 2-3P 30 NM 10 \$4,000.00 | | | | | | | | | | | |
| 8 WISN 10/02/12 11/02/12 KATIE COURIC M-F 2-3P :30 NM 10 \$4,000.00 Start Date End Date Weekdays Spots/Week Rate | | | | | | | | | | | |
| Sust Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF 2 \$400.00 | | | | | | | -20 | | NIM. | 10 | £4 000 00 |
| Week: 10/03/1/2 | = | | | | | | :30 | | INIVI | 10 | φ4,000.00 |
| Week: 10/05/12 | | | | | | | | | | | |
| Week: 10/15/12 10/21/12 -TWTF 2 \$400.00 | | | | | | | | | Ī | | |
| Week: 10/22/12 10/28/12 -TWTF 2 \$400.00 | | | | | | | | | Í | | |
| Week: 10/29/12 | | | | | | | | | 1 | | |
| 9 WISN 10/02/12 11/02/12 3-4p | | | | | | | | | | | |
| Start Date End Date Meekdays Spots/Week Rate Week: 10/03/12 10/07/12 TWTF 2 \$500.00 | | | | | | | -30 | | NM | 10 | \$5,000,00 |
| Week: 10/01/12 | | | • | SnotaMook | | | .30 | | 14141 | | Ψ0,000,00 |
| Week: 10/15/12 10/14/12 -TWTF 2 \$500.00 Week: 10/15/12 10/28/12 -TWTF 2 \$500.00 Week: 10/29/12 11/02/12 -TWTF 2 \$500.00 Week: 10/29/12 11/02/12 -TWTF 2 \$500.00 10 WISN 10/02/12 11/02/12 DR. OZ 4P-5P :30 NM 10 \$6,000.00 Start Date End Date Weekdays Spots/Week Rate Neek: 10/08/12 10/07/12 -TWTF 2 \$600.00 Week: 10/08/12 10/14/12 -TWTF 2 \$600.00 Week: 10/15/12 10/28/12 -TWTF 2 \$600.00 Week: 10/29/12 11/04/12 -TWTF 2 \$600.00 Week: 10/29/12 11/04/12 -TWTF 2 \$600.00 Week: 10/29/12 11/04/12 -TWTF 2 \$600.00 Week: 10/07/12 11/07/12 -TWTF 2 \$600.00 Week: 10/07/12 10/07/12 TWTF 2 \$600.00 Week: 10/07/12 10/07/12 TWTF 2 \$1,000.00 Week: 10/08/12 10/14/12 -TWTF 3 \$1,000.00 Week: 10/15/12 10/28/12 -TWTF 3 \$1,000.00 Week: 10/15/12 10/28/12 -TWTF 3 \$1,000.00 Week: 10/22/12 10/28/12 -TWTF 3 \$1,000.00 Week: 10/22/12 11/02/12 -TWTF 3 \$1,000.00 Week: 10/07/12 11/04/12 -TWTF 3 \$1,000.00 Week: 10/07/12 11/07/12 -TWTF- | | | | | | | | | | | |
| Week: 10/15/12 10/21/12 -TWTF 2 \$500.00 Week: 10/22/12 10/28/12 -TWTF 2 \$500.00 Week: 10/22/12 11/02/12 -TWTF 2 \$500.00 Week: 10/02/12 11/02/12 DR. OZ AP-5P :30 NM 10 \$6,000.00 Week: 10/03/12 10/07/12 -TWTF 2 \$600.00 Week: 10/08/12 10/14/12 -TWTF 2 \$600.00 Week: 10/15/12 10/21/12 -TWTF 2 \$600.00 Week: 10/15/12 10/21/12 -TWTF 2 \$600.00 Week: 10/22/12 10/28/12 -TWTF 2 \$600.00 Week: 10/22/12 10/28/12 -TWTF 2 \$600.00 Week: 10/29/12 11/04/12 -TWTF 2 \$600.00 Week: 10/09/12 11/04/12 -TWTF 2 \$600.00 Week: 10/09/12 11/04/12 -TWTF 2 \$600.00 Week: 10/09/12 10/07/12 TWTF 2 \$1,000.00 Week: 10/08/12 10/07/12 TWTF 3 \$1,000.00 Week: 10/08/12 10/14/12 -TWTF 3 \$1,000.00 Week: 10/22/12 10/28/12 -TWTF 3 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF 3 \$1, | | | | | | | | | | | |
| Week: 10/22/12 10/28/12 -TWTF 2 \$500.00 Week: 10/29/12 11/02/12 DR. OZ 4P-5P :30 NM 10 \$6,000.00 Start Date End Date Weekdays Spots/Week Rate Send Date Holding Send Superior Send Date Meek Send Superior Send Date | | | | | | | | | | | |
| Week: 10/29/12 | | | | | | | | | | | |
| 10 WISN 10/02/12 11/02/12 DR. OZ 4P-5P :30 NM 10 \$6,000.00 | | | | | | | | | | | |
| Start Date End Date Weekdays Spots/Week Rate Week 10/07/12 10/07/12 -TWTF 2 \$600.00 Week: 10/08/12 10/14/12 -TWTF 2 \$600.00 Week: 10/22/12 10/28/12 -TWTF 2 \$600.00 Week: 10/29/12 11/04/12 -TWTF 2 \$600.00 Week: 10/29/12 11/04/12 -TWTF 2 \$600.00 Week: 10/29/12 11/04/12 -TWTF 2 \$600.00 Week: 10/09/12 11/04/12 -TWTF 2 \$600.00 Week: 10/01/12 10/02/12 News M-F 5p 5-530pm :30 NM 14 \$14,000.00 Week: 10/01/12 10/07/12 TWTF 2 \$1,000.00 Week: 10/08/12 10/07/12 -TWTF 3 \$1,000.00 Week: 10/15/12 10/21/12 -TWTF 3 \$1,000.00 Week: 10/22/12 10/28/12 -TWTF 3 \$1,000.00 Week: 10/29/12 11/04/12 -TWT | | | | | | | -30 | | NM | 10 | \$6,000,00 |
| Week: 10/01/12 10/07/12 -TWTF 2 \$600.00 Week: 10/08/12 10/14/12 -TWTF 2 \$600.00 Week: 10/15/12 10/21/12 -TWTF 2 \$600.00 Week: 10/22/12 10/28/12 -TWTF 2 \$600.00 Week: 10/29/12 11/04/12 -TWTF 2 \$600.00 11 WISN 10/02/12 11/02/12 News M-F 5p 5-530pm :30 NM 14 \$14,000.00 Start Date End Date Week(days Spots/Week Spots/Week Rate St. 10/00.00 Week: 10/01/12 10/07/12 -TWTF 3 \$1,000.00 Week: 10/15/12 10/22/12 -TWTF 3 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF 3 \$1,000.00 Week: 10/09/12 | | | | Snots/Meek | | | .00 | | | | 77,000.00 |
| Week: 10/08/12 10/14/12 -TWTF 2 \$600.00 Week: 10/15/12 10/21/12 -TWTF 2 \$600.00 Week: 10/22/12 10/28/12 -TWTF 2 \$600.00 Week: 10/29/12 11/04/12 -TWTF 2 \$600.00 Start Date End Date Weekdays Spots/Week Starte Week: 10/01/12 10/07/12 -TWTF 2 \$1,000.00 Week: 10/08/12 10/14/12 -TWTF 3 \$1,000.00 Week: 10/22/12 10/28/12 -TWTF 3 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF 3 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF 3 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF 3 \$1,000.00 Week: 10/02/12 11/04/12 -TWTF 3 \$1,000.00 Week: 10/02/12 11/04/12 News M-F 5a 5-6A :30 NM 15 \$5,250.00 Start Date End Date Weekdays End Date Weekdays Spots/Week Spot | | | | | | | | | | | |
| Week: 10/15/12 10/21/12 -TWTF 2 \$600.00 Week: 10/22/12 10/28/12 -TWTF 2 \$600.00 Week: 10/29/12 11/04/12 -TWTF 2 \$600.00 11 WISN 10/02/12 11/02/12 News M-F 5p 5-530pm :30 NM 14 \$14,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF 2 \$1,000.00 Week: 10/08/12 10/14/12 -TWTF 3 \$1,000.00 Week: 10/22/12 10/28/12 -TWTF 3 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF 3 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF 3 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF 3 \$1,000.00 Week: 10/02/12 11/02/12 News M-F 5a 5-6A :30 NM 15 \$5,250.00 Start Date End Dat | | | | | | | | | | | |
| Week: 10/22/12 10/28/12 -TWTF 2 \$600.00 Week: 10/29/12 11/04/12 -TWTF 2 \$600.00 11 WISN 10/02/12 11/02/12 News M-F 5p 5-530pm :30 NM 14 \$14,000.00 Start Date Meek: 10/07/12 End Date Meek: Spots/Week Rate Spots/Week Rate Spots/Week NM 14 \$14,000.00 Week: 10/08/12 10/14/12 -TWTF 2 \$1,000.00 S1,000.00 S1,000.00 <td></td> <td></td> <td></td> <td></td> <td>\$600.00</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> | | | | | \$600.00 | | | | | | |
| Week: 10/29/12 11/04/12 -TWTF 2 \$600.00 11 WISN 10/02/12 11/02/12 News M-F 5p 5-530pm :30 NM 14 \$14,000.00 Start Date End Date Weekdays Spots/Week Rate St. (0/01/12) Rate St. (0/01/12) Rate St. (0/00.00) NM 14 \$14,000.00 Week: 10/08/12 10/07/12 -TWTF 2 \$1,000.00 | - | | | | \$600.00 | | | | | | |
| 11 WISN 10/02/12 11/02/12 News M-F 5p 5-530pm :30 NM 14 \$14,000.00 Start Date End Date Weekdays Spots/Week Rate | | | -TWTF | 2 | \$600.00 | | | | | | |
| Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TwTF 2 \$1,000.00 Week: 10/08/12 10/14/12 -TwTF 3 \$1,000.00 Week: 10/15/12 10/21/12 -TwTF 3 \$1,000.00 Week: 10/29/12 11/04/12 -TwTF 3 \$1,000.00 Week: 10/29/12 11/04/12 -TwTF 3 \$1,000.00 12 WISN 10/02/12 11/02/12 News M-F 5a 5-6A :30 NM 15 \$5,250.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TwTF 2 \$350.00 | | 2/12 11/02/ | 12 News M-F | 5p | 5-530pm | | :30 | | NM | 14 | \$14,000.00 |
| Week: 10/01/12 10/07/12 -TWTF 2 \$1,000.00 Week: 10/08/12 10/14/12 -TWTF 3 \$1,000.00 Week: 10/22/12 10/28/12 -TWTF 3 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF 3 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF 3 \$1,000.00 NM 15 \$5,250.00 Start Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF 2 \$350.00 | | | <u>Weekdays</u> | | | | | | | | |
| Week: 10/15/12 10/21/12 -TWTF 3 \$1,000.00 Week: 10/22/12 10/28/12 -TWTF 3 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF 3 \$1,000.00 12 WISN 10/02/12 11/02/12 News M-F 5a 5-6A :30 NM 15 \$5,250.00 Start Date Veek: 10/01/12 End Date Veekdays Veekdays Veek Rate Solution State S | | | | | | | | | | | |
| Week: 10/22/12 10/28/12 -TWTF 3 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF 3 \$1,000.00 12 WISN 10/02/12 11/02/12 News M-F 5a 5-6A :30 NM 15 \$5,250.00 Start Date Start Date Weekdays Spots/Week Rate Spots/Week Rate Spots/Week Spots/W | Week: 10/08/12 | 10/14/12 | -TWTF | | | | | | | | |
| Week: 10/29/12 11/04/12 -TWTF 3 \$1,000.00 12 WISN 10/02/12 11/02/12 News M-F 5a 5-6A :30 NM 15 \$5,250.00 Start Date Week: 10/01/12 End Date Weekdays Spots/Week Week: 10/01/12 Rate Spots/Week Rate Spots/Week Spots/Week Rate Spots/Week Spots/Week Spots/Week Rate Spots/Week | Week: 10/15/12 | | | | | | | | | | |
| 12 WISN 10/02/12 11/02/12 News M-F 5a 5-6A :30 NM 15 \$5,250.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF 2 \$350.00 | | | | | • | | | | | | |
| <u>Start Date </u> | Week: 10/29/12 | 11/04/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/01/12 10/07/12 -TWTF 2 \$350.00 | 12 WISN 10/0 | 2/12 11/02/ | | | | | :30 | | NM | 15 | \$5,250.00 |
| 770011 10/4/11 | | | | | | | | | | | |
| Week: 10/08/12 10/14/12 -TWTF 3 \$350.00 | | | | | | | | | | | |
| | Week: 10/08/12 | 10/14/12 | | 3 | 00.0cc¢ | | | | | ı | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



Contract / Revision Alt Order # 939457 06262067 Estimate # Contract Dates Product 1533 10/02/12 - 11/06/12 DSCC-IE

Original Date / Revision <u>Advertiser</u> 10/05/12 / 10/05/12 **Democratic Senatorial Ca**

| | | | | | _ | Spots/ | D . 1 | T 0 | | A 1 |
|-------------------------------------|----------------------|--------------------------|-----------------|---------------------------|--------|-------------|----------|-------------------|------|----------------------|
| *Line Ch Start I | Date End Da | ate Descriptio | | Start/End Time | Days | Length Week | Rate | Type S | วดเร | Amount |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$350.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3
4 | \$350.00
\$350.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | | | | .00 | | NM | 1.4 | ¢16 900 00 |
| 13 WISN 10/02/ | | | • | 6-630pm | | :30 | | IAIAI | 14 | \$16,800.00 |
| <u>Start Date</u>
Week: 10/01/12 | End Date
10/07/12 | <u>Weekdays</u>
-TwTF | Spots/Week
2 | <u>Rate</u>
\$1,200.00 | | | | | | |
| Week: 10/08/12 | 10/07/12 | -TWTF | 3 | \$1,200.00 | | | | | | |
| Week: 10/15/12 | 10/14/12 | -TWTF | 3 | \$1,200.00 | | | | | | |
| Week: 10/13/12 | 10/28/12 | -TWTF | 3 | \$1,200.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 3 | \$1,200.00 | | | |] | | |
| 14 WISN 10/02 | | 12 News M-F | 6a | 6-7A | | :30 | | NM | 15 | \$15,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | • |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$1,000.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$1,000.00 | | | | | | |
| 15 WISN 10/02 | /12 11/02/ | 12 Entertainm | ent Tonight | 630p-7pm | | :30 | | NM | 11 | \$9,350.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$850.00 | | t | D-4- | T | | |
| | <u>ite Range</u> | Descriptio | | Start/End Time | Weekda | | Rate | <u>Type</u>
NM | | |
| 1 WISN 10 | | 7/12 Entertainn | nent Tonight | 630p-7pm | -TuWTh | ıF :30 | \$850.00 | IVIVI | | |
| See MG 2 | | -TWTF | 2 | \$850.00 | | | | | | |
| Week: 10/08/12 | 10/14/12
10/21/12 | -TWTF | 3 | \$850.00 | | | | | | |
| Week: 10/15/12
Week: 10/22/12 | 10/21/12 | -TWTF | 2 | \$850.00 | | | | į | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 3 | \$850.00 | | | | | | |
| | | | ning America | 7-9a | | :30 | | NM | 21 | \$21,000.00 |
| 16 WISN 10/02
<u>Start Date</u> | End Date | Weekdays | Spots/Week | Rate | | .00 | | | | VIII 1,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 4 | \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 4 | \$1,000.00 | | | | ļ | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 5 | \$1,000.00 | | | | 1 | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 5 | \$1,000.00 | | | | | | |
| 17 WISN 10/02 | /12 11/02/ | 12 LIVE WITH | H KELLY! | 9-10am | | :30 | | NM | 14 | \$6,300.00 |
| Start Date | End Date | Weekdays | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$450.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$450.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$450.00 | | | | - 1 | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$450.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$450.00 | | | | | | 00 |
| 18 WISN 10/26 | | | | Fri 9-10p | | :30 | | NM | 1 | \$3,000.00 |
| Start Date | | Weekdays | Spots/Week | <u>Rate</u> | | | | 1 | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$3,000.00 | | | | | - | POE 000 00 |
| 19 WISN 10/08 | | • | | Prime Other | | :30 | | NM | 5 | \$25,000.00 |
| Start Date | End Date
10/14/12 | <u>Weekdays</u>
1 | Spots/Week
1 | <u>Rate</u>
\$5,000.00 | | | | | | |
| Week: 10/08/12
Week: 10/15/12 | 10/14/12 | 1 | 1 | \$5,000.00 | | | | Į | | |
| Week, 10/15/12 | 10/21/12 | T | i i | ψο,σσσ.σσ | | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Alt Order# Contract / Revision 06262067 939457 Estimate # Contract Dates **Product** DSCC-IE 1533 10/02/12 - 11/06/12

Original Date / Revision <u>Advertiser</u> 10/05/12 / 10/05/12 Democratic Senatorial Ca

| | | Spots/ | | | |
|---|----------------------|---|-------------|---|------------------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | Type Spot | s | Amount |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | | |
| Week: 10/22/12 10/28/12 1 1 | \$5,000.00 | Weekdays Length Rate | Туре | | |
| Spot Ch Date Range Description | Start/End Time | <u>Weekdays Length Rate</u>
M::30 \$5,000.00 | NM | | |
| 3 WISN 10/22/12-10/28/12 Dancing | Prime Other | .30 \$6,000.00 | | | |
| See MG 19.6
6 WISN 10/22/12-10/28/12 Dancing | Mon 7-8p | M :30 \$5,000.00 | NM | | |
| (A) MG for 19.3 10/22 | mon , op | | | | |
| Week: 10/29/12 11/04/12 1 1 | \$5,000.00 | | | | |
| Week: 11/05/12 11/11/12 1 1 | \$5,000.00 | | | | |
| 20 WISN 10/22/12 10/29/12 Castle | Mon 9-10p | :30 | NM | 1 | \$4,000.00 |
| Start Date | <u>Rate</u> | | | | |
| Week: 10/22/12 10/28/12 1 1 | \$4,000.00 | 18/a alialaria I anoth Data | Type | | |
| Spot Ch Date Range Description | Start/End Time | <u>Weekdays</u> <u>Length</u> <u>Rate</u>
M :30 \$4,000.00 | NM | | |
| 1 WISN 10/22/12-10/28/12 Castle | Mon 9-10p | .30 \$4,000,00 | , , , , , | | |
| Credited Week: 10/29/12 11/04/12 1 1 | \$4,000.00 | | | | |
| 21 WISN 10/06/12 11/03/12 Late News Sa 10pm | 10-1035p | :30 | NM | 5 | \$3,000.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | | |
| Week: 10/01/12 10/07/121- 1 | \$600.00 | | | | |
| Week: 10/08/12 10/14/121- 1 | \$600.00 | | - | | |
| Week: 10/15/12 10/21/121- 1 | \$600.00 | | | | |
| Week: 10/22/12 10/28/121- 1 | \$600.00
\$600.00 | | | | |
| Week: 10/29/12 11/04/121- 1 | | :30 | NM | 1 | \$6,500.00 |
| 22 WISN 10/13/12 10/13/12 College Football Game #2 Start Date End Date Weekdays Spots/Week | 230p-6p
Rate | .50 | 1 1 | | 40,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121- 1 | \$6,500.00 | | | | |
| Spot Ch <u>Date Range</u> <u>Description</u> | Start/End Time | <u>Weekdays</u> <u>Length</u> <u>Rate</u> | <u>Type</u> | | |
| 1 WISN 10/08/12-10/14/12 College Football Game #2 | 230p-6p | - -Sa :30 \$ 6,500.00 | NM | | |
| See MG 22.2 | | c20 fc f00 00 | NM | | |
| 2 WISN 10/06/12-10/06/12 College Football BADGER | 230p-6p | Sa :30 \$6,500.00 | INIVI | | |
| → MG for 22.1 10/13 → → → → → → → → → → → → → → → → → → → | | -20 | NM | 5 | \$3,350.00 |
| 23 WISN 10/06/12 11/03/12 News Sa 6p-630p | 6-630pm
Rate | :30 | 14141 | J | ΨΟ,ΟΟΟ.ΟΟ |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1 | \$500.00 | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | <u>Type</u> | | |
| 1 WISN 10/01/12-10/07/12 News Sa 6p-630p | 6-630pm | Sa :30 \$500,00 | NM | | |
| See MG 23.6 | | | | | |
| 6 WISN 10/01/12-10/07/12 Late News 1030PM | 1030p-11p | MTuWThF :30 \$1,350.00 | NM | | |
| ⊕ MG for 15.1,23.1 | ድፍለስ ስስ | | | | |
| Week: 10/08/12 10/14/121- 1 Week: 10/15/12 10/21/121- 1 | \$500.00
\$500.00 | | ļ | | |
| VVCCK. 10/10/12 | \$500.00 | | | | |
| Week: 10/22/12 10/28/121- 1 Week: 10/29/12 11/04/121- 1 | \$500.00 | | | | |
| 24 WISN 10/13/12 11/03/12 Sa 458-6a | 456-6AM | :30 | NM | 4 | \$800.00 |
| Start Date End Date Weekdays Spots/Week | | | | | |
| Week: 10/08/12 10/14/121- 1 | \$200.00 | | | | |
| Week: 10/15/12 10/21/121- 1 | \$200.00 | | | | |
| Week: 10/22/12 10/28/121- 1 | \$200.00 | | Ì | | |
| Week: 10/29/12 11/04/121- 1 | \$200.00 | -00 | NINA | 5 | \$3,500.00 |
| 25 WISN 10/06/12 11/03/12 News Sa 6p-630p | 6-630pm | :30 | NM | 0 | φ ₃₁ 300.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order# 939457 06262067 1

Contract Dates Product Estimate# 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision <u>Advertiser</u> 10/05/12 / 10/05/12 Democratic Senatorial Ca

| | | | | | | Spots/ | | | | |
|----------------------------------|-------------------------|-----------------------|-------------------------|-------------------------|------|-------------|------|---------|------|------------|
| *Line Ch Start I | Date End Da | ate Description | | Start/End Time | Days | Length Week | Rate | Type S | pots | Amount |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/01/12 | 10/07/12 | 1- | 1 | \$700.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1- | 1 | \$700.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1- | 1 | \$700.00 | | | | | | |
| Week: 10/22/12
Week: 10/29/12 | 10/28/12
11/04/12 | 1 -
1- | 1 | \$700.00
\$700.00 | | | | | | |
| | | | | | | -20 | | N I N A | - | #2 AAA AA |
| 26 WISN 10/06/ | | | Spoto AMook | 6-7a | | :30 | | NM | 5 | \$3,000.00 |
| Start Date Week: 10/01/12 | End Date
10/07/12 | <u>Weekdays</u>
1- | Spots/Week
1 | <u>Rate</u>
\$600.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1- | 1 | \$600.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1- | 1 | \$600.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1- | 1 | \$600.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1- | 1 | \$600.00 | | | | | | |
| 27 WISN 10/20 | | 12 SA 630-7p | | 630p-7p | | :30 | | NM | 2 | \$1,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | 7.,000.00 |
| Week: 10/15/12 | 10/21/12 | 1- | 1 | \$500.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | | 0 | \$0.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1- | 1 | \$500.00 | | | | | | |
| 28 WISN 10/13 | /12 10/27/1 | 12 Sat 630-7p | | 630-7p | | :30 | | NM | 2 | \$2,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1- | 1 | \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | | 0 | \$0.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1- | 11 | \$1,000.00 | | | | | | |
| 29 WISN 10/06 | | | College Footbal | | | :30 | | NM | 3 | \$3,000.00 |
| Start Date | End Date | Weekdays
1- | Spots/Week | Rate | | | | | | |
| Week: 10/01/12
Week: 10/08/12 | 10/07/12
10/14/12 | | 1
0 | \$1,000.00
\$0.00 | | | | | | |
| Week: 10/05/12
Week: 10/15/12 | 10/14/12 | 2 - | 2 | \$1,000.00 | | | | | | |
| | | | | | | .20 | | NM | 4 | ¢4 900 00 |
| 30 WISN 10/13 | /12 11/03/1
End Date | | -9a
Spots/Week | 7-9am
Rate | | :30 | | INIVI | 4 | \$1,800.00 |
| Start Date Week: 10/08/12 | 10/14/12 | <u>Weekdays</u>
1- | <u>Spois/vveek</u>
1 | \$450.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1- | 1 | \$450.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1- | 1 | \$450.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1- | 1 | \$450.00 | | | | | | |
| 31 WISN 10/07 | /12 11/04/ | 12 Late News | 10pm | 10p-1030p | | :30 | | NM | 5 | \$8,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | - 1 | | • |
| Week: 10/01/12 | 10/07/12 | 1 | 1 | \$1,600.00 | | | | 1 | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$1,600.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,600.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,600.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,600.00 | | | | | | |
| 32 WISN 10/14 | | | SU 1030PM | 1030p-11p | | :30 | | NM | 4 | \$3,800.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/08/12 | 10/14/12 | <u>-</u> 1 | 1 | \$950.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | <u>1</u> | 1 | \$950.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1
1 | 1
4 | \$950.00
\$950.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | | l | | | | | | | 0000 00 |
| 33 WISN 10/14 | | | Casta Atlanti | 458-6AM | | :30 | | NM | 4 | \$800.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | ı | | |

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Alt Order# Contract / Revision / 5 06262067 939457

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision Advertiser 10/05/12 / 10/05/12 Democratic Senatorial Ca

Spoto/

| | | | | | | Spots | s/ | | | |
|-------------------------------------|----------------------|-------------------|-------------------|----------------------|--------|------------------|-------------|-------------|------|-------------|
| *Line Ch Start | Date End D | ate Description | n | Start/End Time | Days | Length Weel | ∢ Rate | TypeS | pots | Amount |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$200.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$200.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$200.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$200.00 | | | | | | |
| 34 WISN 10/07 | | | • | 530-6p | | :30 | | MM | 5 | \$2,500.00 |
| Start Date | End Date | <u>Weekdays</u> | <u>Spots/Week</u> | Rate | | | | | | |
| Week: 10/01/12 | 10/07/12 | 1 | 1 | \$500.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$500.00 | | | | l l | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$500.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$500.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$500.00 | | | | | | |
| 35 WISN 10/07 | /12 11/04/ | 12 Sun GMA | | 6-7a | | :30 | | NM | 5 | \$2,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/01/12 | 10/07/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -1 | 1 | \$400.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$400.00 | | | | 1 | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$400.00 | | .,, | | | | |
| 36 WISN 10/21 | | 12 Once | | Sun 7-8p | | :30 | | NM | 1 | \$2,500.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | • | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 11 | \$2,500.00 | | | | | | |
| 37 WISN 10/07 | | | | 7-9am | | :30 | | NM | 5 | \$2,000.00 |
| Start Date | End Date | Weekdays
1 | Spots/Week
1 | Rate | | | | ľ | | |
| Week: 10/01/12 | 10/07/12 | 1 | 1 | \$400.00
\$400.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/15/12
Week: 10/22/12 | 10/21/12
10/28/12 | 1 | 1 | \$400.00 | | | | İ | | |
| Week: 10/22/12
Week: 10/29/12 | 11/04/12 | 1 | 1 | \$400.00 | | | | j | | |
| 38 WISN 10/14 | | | With George Sto | | | :30 | | NM | 2 | \$2,000.00 |
| | | Weekdays | Spots/Week | Rate | | .50 | | 14141 | 2 | Ψ2,000.00 |
| <u>Start Date</u>
Week: 10/08/12 | End Date
10/14/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/14/12 | | ò | \$0.00 | | | | | | |
| Week: 10/13/12
Week: 10/22/12 | 10/28/12 | | Ö | \$0.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1. | 1 | \$1,000.00 | | | | | | |
| N 39 WISN 10/09 | | 12 DanceRes | ulte | Tue 7-8p | | :30 | | MM | 3 | \$12,500.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .00 | | , , , , , | · | 4.2,000.00 |
| Week: 10/08/12 | 10/14/12 | -1 | 1 | \$5,000.00 | | | | l | | |
| | ate Range | <u>Descriptio</u> | n | Start/End Time | Weekda | ys <u>Length</u> | <u>Rate</u> | <u>Туре</u> | | |
| | 0/08/12-10/14 | *** | | Tue 7-8p | -Tu | : :30 | \$5,000.00 | NM | | |
| See MG 3 | | | | • | | | | | | |
| | | 1/12 DWTS Re | sults | Tue 8-9p | -Tu | :30 | \$5,000.00 | NM | | |
| ⊕ MG for 40 | .2,39.1 | | | | | | | | | |
| | | 1/12 DWTS- Ju | udges Analysis | Tue 7-8p | -Tu | :30 | \$2,500.00 | NM | | |
| MG for 40 | .2,39.1 | | | | | | | Į | | |
| Week: 10/15/12 | 10/21/12 | | 0 | \$0.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -1 | 1 | \$5,000.00 | | | | | | |
| N 40 WISN 10/02 | 2/12 10/09/ | 12 HappyEnd | | Tue 8-9p | | :30 | | NM | 1 | \$2,500.00 |
| Start Date | End Date | Weekdays | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/01/12 | 10/07/12 | -1 | 1 | \$2,500.00 | | | | l | | |
| | | | | | | | | | | |

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Alt Order# Contract / Revision 939457 06262067

Estimate # Contract Dates Product 1533 10/02/12 - 11/06/12 DSCC-IE

Original Date / Revision Advertiser 10/05/12 / 10/05/12 **Democratic Senatorial Ca**

| *Line Ch Start Date End Date Description | Start/End Time | Spots/
Days Length Week Rate | Type Spots | Amount |
|---|-------------------------|---|-------------------|----------------|
| Start Date End Date Weekdays Spots/Week | Rate | | _ | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | <u>Type</u> | |
| 1 WISN 10/01/12-10/07/12 HappyEnd | Tue 8-9p | -Tu :30 \$ 2,500.00 | NM | |
| See MG 40.3
3 WISN 10/01/12-10/07/12 DWTS Results | Tue 8-9p | -Tu :30 \$ 2.500.00 | NM | |
| ® See MG 40.4 | . 45 5 56 | | | |
| 4 WISN 10/01/12-10/07/12 DWTS | Tue 7-8p | -Tu:30 \$2,500.00 | NM | |
| MG for 40.3 10/02 | | | | |
| Week: 10/08/12 | \$2,500.00 | and the Defe | Time | |
| Spot Ch Date Range Description | Start/End Time | <u>Weekdays Length Rate</u>
-Tu :30 \$2,500.00 | <u>Type</u>
NM | |
| 2 WISN 10/08/12-10/14/12 HappyEnd | Tue 8-9p | -1u30 \$2,300.00 | 14141 | |
| See MG 39.3,39.4 | Tue 9-10p | :30 | NM 2 | \$4,400.00 |
| 41 WISN 10/02/12 10/30/12 PrivatePractice Start Date End Date Weekdays Spots/Week | Rate | .30 | 14141 | ψ+,+00.00 |
| Week: 10/01/12 10/07/12 -1 1 | \$2,200.00 | | | |
| Spot Ch Date Range Description | Start/End Time | <u>Weekdays</u> <u>Length</u> <u>Rate</u> | <u>Type</u> | |
| 1 WISN 10/01/12-10/07/12 PrivatePractice | Tue 9-10p | -Tu :30 \$2,200.00 | NM | |
| See MG 41.4 | Th., 0.40- | Th :30 \$2,200.00 | NM | |
| 4 WISN 10/01/12-10/07/12 Scandal | Thu 9-10p | .30 \$2,200.00 | INIVE | |
| MG for 41.1 10/02 Week: 10/08/12 10/14/12 0 | \$0.00 | | | |
| Week: 10/15/12 10/21/12 -1 1 | \$2,200.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | <u>Type</u> | |
| 2 WISN 10/15/12-10/21/12 PrivatePractice | Tue 9-10p | -Tu :30 \$2,200.00 | NM | |
| Credited | *** | | | |
| Week: 10/22/12 10/28/12 0 Week: 10/29/12 11/04/12 -1 1 | \$0.00
\$2,200.00 | | | |
| 44CCR, 10/20/12 17/0 1/12 2 | | (20 | NM 2 | \$6,000.00 |
| 42 WISN 10/16/12 10/30/12 HappyEnd Start Date End Date Weekdays Spots/Week | Tue 8-9p
Rate | :30 | 14141 2 | \$0,000.00 |
| Week: 10/15/12 10/21/12 -1 1 | \$3,000.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | <u>Type</u> | |
| 1 WISN 10/15/12-10/21/12 HappyEnd | Tue 8-9p | -Tu :30 \$ 3,000.00 | NM | |
| Credited | 40.000.00 | | 1 | |
| Week: 10/22/12 10/28/12 -1 1 Week: 10/29/12 11/04/12 -1 1 | \$3,000.00 | | ŀ | |
| | \$3,000.00 | -00 | NIM 4 | 67 000 00 |
| 43 WISN 10/27/12 10/27/12 College Football Game #2 Start Date End Date Weekdays Spots/Week | 230p-6p
Rate | :30 | NM 1 | \$7,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121- 1 | \$7,000.00 | | | |
| 44 WISN 11/03/12 11/03/12 ABC Prime College Footba | I 7-1030p | :30 | NM 2 | \$2,600.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | |
| Week: 10/29/12 11/04/122- 2 | \$1,300.00 | | | |
| 45 WISN 10/28/12 10/28/12 Sun 9-930A | 9-930A_ | :30 | NM 2 | \$450.00 |
| Week: 10/22/12 End Date Weekdays Spots/Week | <u>Rate</u>
\$225.00 | | | |
| 10000. 10,000.12 | | 130 | NM 1 | 63EU UU |
| 46 WISN 10/22/12 10/22/12 General Hospital Start Date End Date Weekdays Spots/Week | 2-3pm/1-2p
Rate | :30 | INIVI | \$350.00 |
| Week: 10/22/12 10/28/12 1 1 | \$350.00 | | | |
| 47 WISN 11/06/12 11/06/12 General Hospital | 2-3pm/1-2p | :30 | NM 1 | \$350.00 |
| Start Date | <u>Rate</u> | • | | |
| Week: 11/05/12 11/11/12 -1 1 | \$350.00 | | 1 | |

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Contract / Revision Alt Order # 939457 06262067 / 5

Product Estimate # Contract Dates 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision Advertiser 10/05/12 / 10/05/12 Democratic Senatorial Ca

| | | | | | | Spots/ | | | | |
|-------------------------------------|----------------------|------------------------|------------------------|--------------------------|------|-------------|------|---------------------|------|------------------|
| *Line Ch Start | Date End D | ate Descriptio | n | Start/End Time | Days | Length Week | Rate | Type S _l | pots | Amount |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| 48 WISN 10/15/ | /12 11/05/1 | 12 Late News | 10PM | 10-1030p | | :30 | | NM | 4 | \$6,400.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,600.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,600.00
\$1,600.00 | | | | | | |
| Week: 10/29/12
Week: 11/05/12 | 11/04/12
11/11/12 | 1 | 1 | \$1,600.00 | | | | | | |
| 49 WISN 10/15 | | _ | | 10-11am | | :30 | | NM | 4 | \$2,000.00 |
| Start Date | End Date | Weekdavs | Spots/Week | Rate | | .00 | | | | 42,000.00 |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$500.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$500.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$500.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$500.00 | | | | | | |
| 50 WISN 11/06 | | | | 10-11am | | :30 | | NM | 1 | \$500.00 |
| Start Date | End Date | <u>Weekdays</u>
-1 | Spots/Week
1 | <u>Rate</u>
\$500.00 | | | | 1 | | |
| Week: 11/05/12 | 11/11/12 | | | | | .00 | | NM | 4 | \$900.00 |
| 51 WISN 10/15 | | 12 ANDERSC
Weekdays | N COOPER
Spots/Week | M-F 11A-12P
Rate | | :30 | | MINI | 4 | \$900.00 |
| <u>Start Date</u>
Week: 10/15/12 | End Date
10/21/12 | 1 | 1 | \$225.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$225.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$225.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$225.00 | | | | | | |
| 52 WISN 10/29 | /12 11/05/ | 12 3-4p | | 3-4p | | :30 | | NM | 2 | \$1,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$500.00 | | | | 1 | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$500.00 | | | | | | 2522.52 |
| 53 WISN 11/06 | | | Cmata Attack | 3-4p | | :30 | | NM | 1 | \$500.00 |
| Start Date Week: 11/05/12 | End Date
11/11/12 | <u>Weekdays</u>
-1 | Spots/Week
1 | <u>Rate</u>
\$500.00 | | | | | | |
| 54 WISN 10/29 | | _ | | 4P-5P | | :30 | | NM | 2 | \$1,200.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .00 | | | _ | 4.,200.00 |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$600.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$600.00 | | | | | | |
| 55 WISN 10/15 | /12 11/05/ | 12 News M-F | | 5-530pm | | :30 | | NM | 4 | \$4,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12
11/04/12 | 1 | 1 | \$1,000.00
\$1,000.00 | | | | | | |
| Week: 10/29/12
Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,000.00 | | | | 1 | | |
| 56 WISN 10/15 | | | <u>'</u> | 5-6A | | :30 | | NM | 4 | \$1,400.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .00 | | | , | 41,100.00 |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$350.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$350.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$350.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$350.00 | | | | | | |
| 57 WISN 10/08 | | | • | 6-630pm | | :30 | | NM | 5 | \$6,000.00 |
| Start Date | End Date | <u>Weekdays</u>
1 | Spots/Week | Rate | | | | | | |
| Week: 10/08/12 | 10/14/12
10/21/12 | 1 | 1
1 | \$1,200.00
\$1,200.00 | | | | | | |
| Week: 10/15/12 | 14121112 | | 1 | ψ1,200.00 | | | | ı | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order # 939457 06262067

Estimate # Contract Dates Product 1533 10/02/12 - 11/06/12 DSCC-IE

Original Date / Revision Advertiser 10/05/12 / 10/05/12 **Democratic Senatorial Ca**

| | Otant/End Time | Spots | | Spots | Amount |
|---|---------------------------|------------------|-------------|-------------------|-------------------|
| *Line Ch Start Date End Date Description | Start/End Time
Rate | Days Length Week | . Nate Type | Орого | Amount |
| Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1 | \$1,200.00 | | | | |
| Week: 10/29/12 11/04/12 1 1 | \$1,200.00 | | | | |
| Week: 11/05/12 11/11/12 1 1 | \$1,200.00 | | | | |
| 58 WISN 10/15/12 11/05/12 News M-F 6a | 6-7A | :30 | NM | 4 | \$4,000.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | | |
| Week: 10/15/12 10/21/12 1 1 | \$1,000.00 | | | | |
| Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1 | \$1,000.00
\$1,000.00 | | | | |
| Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1 | \$1,000.00 | | | | |
| | 6-7A | :30 | NM | 1 | \$1,000.00 |
| 59 WISN 11/06/12 11/06/12 News M-F 6a Start Date End Date Weekdays Spots/Week | Rate | .50 | 1414) |] | \$1,000.00 |
| Week: 11/05/12 11/11/12 -1 1 | \$1,000.00 | | | | |
| 60 WISN 10/22/12 11/05/12 Entertainment Tonight | 630p-7pm | :30 | NM | 3 | \$2,550.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | | |
| Week: 10/22/12 | \$850.00
\$850.00 | | | | |
| Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1 | \$850.00 | | | | |
| | 7-9a | :30 | NM | 5 | \$5,000.00 |
| 61 WISN 10/08/12 11/05/12 Good Morning America Start Date End <u>Date</u> <u>Weekdays</u> <u>Spots/Week</u> | Rate | .50 | 1 110 | ľ | 40,000.00 |
| Week: 10/08/12 10/14/12 1 1 | \$1,000.00 | | | | |
| Week: 10/15/12 10/21/12 1 1 | \$1,000.00 | | | | |
| Week: 10/22/12 10/28/12 1 1 | \$1,000.00 | | | | |
| Week: 10/29/12 11/04/12 1 1 | \$1,000.00 | | | | |
| Week: 11/05/12 11/11/12 1 1 | \$1,000.00 | | | 4 | |
| 62 WISN 11/06/12 11/06/12 Good Morning America | 7-9a | :30 | NN | 1 | \$1,000.00 |
| Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1 | <u>Rate</u>
\$1,000.00 | | | | |
| 1100112 | 9-10am | :30 | NN | 4 | \$1,800.00 |
| 63 WISN 10/15/12 11/05/12 LIVE WITH KELLY! Start Date End Date Weekdays Spots/Week | | .00 | 1 | ` \ | 41,000.00 |
| Week: 10/15/12 10/21/12 1 1 | \$450.00 | | | | |
| Week: 10/22/12 10/28/12 1 1 | \$450.00 | | | | |
| Week: 10/29/12 11/04/12 1 1 | \$450.00 | | | | |
| Week: 11/05/12 11/11/12 1 1 | \$450.00 | | | -1 | |
| 64 WISN 10/06/12 10/06/12 PostBadger | PostBadger | :30 | NN | 1 | \$1,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1 | <u>Rate</u>
\$1,000.00 | | | 1 | |
| 65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost | 630-7p, 6-630p | :30 | NN | -
1 1 | \$1,500.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | | |
| Week: 10/01/12 10/07/12S- 1 | \$1,500.00 | | | _ | |
| 66 WISN 10/04/12 10/04/12 LastResort | Thu 7-8p | :30 | NN | 1 1 | \$3,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12T 1 | <u>Rate</u>
\$3,000.00 | | | | |
| 67 WISN 10/04/12 10/05/12 News M-F 5a | 5-6A | :30 | N | 1 1 | \$350.00 |
| Start Date End Date Weekdays Spots/Week | | | | | |
| Week: 10/01/12 10/07/12TF 1 | \$350.00 | | | 4 | |
| 68 WISN 10/06/12 10/06/12 Sa 458-6a | 456-6AM | :30 | N | 1 1 | \$250.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u>
\$250.00 | | | | |
| Week: 10/01/12 10/07/12S- 1 | Φ ΔΟ U. UU | | | 1 | |

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| | Contract / Revision
939457 / 5 | Alt Order #
06262067 |
|---------------------|-----------------------------------|-------------------------|
| Contract Dates | Product | Estimate # |
| 10/02/12 - 11/06/12 | DSCC-IE | 1533 |

| Advertiser | Original Date / Revision | | | | | |
|--------------------------|--------------------------|--|--|--|--|--|
| Democratic Senatorial Ca | 10/05/12 / 10/05/12 | | | | | |

Spots/

| | | CPC(Sr | | | |
|--|---|------------------|------------|-------|--------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week | Rate Type: | Spots | Amount |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | | |
| 69 WISN 10/07/12 10/07/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S 1 | 458-6AM
<u>Rate</u>
\$200.00 | :30 | NM | 1 | \$200.00 |
| 70 WISN 10/04/12 10/05/12 KATIE COURIC Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12TF 2 | M-F 2-3P
<u>Rate</u>
\$400.00 | :30 | NM | 2 | \$800.00 |
| 71 WISN 10/04/12 10/05/12 Nightline Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12TF 1 | 11p-1130p
<u>Rate</u>
\$1,500.00 | :30 | NM | 1 | \$1,500.00 |
| 72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12S- 1 | INSIDE HUD 1035
<u>Rate</u>
\$250.00 | :30 | NM | 1 | \$250.00 |
| | | Totals | | 356 | \$321,300.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|--------------------|------------|--------------|--------------|
| 10/01/12 -10/28/12 | 255 | \$231,600.00 | \$196,860.00 |
| 10/29/12 -11/06/12 | 101 | \$89,700.00 | \$76,245.00 |
| Totals | 356 | \$321,300.00 | \$273,105.00 |

| Signature: |
Date: | |
|------------|-----------|--|
| • | | |

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

CONTRACT

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

| | Contract / Re | udala. | | IAU O | |
|--------------------------|--------------------|---------|------|-------------------|---------------|
| | | | | Alt Order | - |
| | 939457 | / 6 | | 06262067 | |
| Product | | | | <u> </u> | |
| DSCC-IE | | | | | |
| Contract Dates | Estimate # | | | | |
| 10/02/12 - 11/06/12 | 1533 | | | | |
| <u>Advertiser</u> | | | Ori | ginal Date | / Revision |
| Democratic Senatorial Ca | ampaign Com | mittee | | 0/09/12 | / 10/09/12 |
| ··· | Billing Cycle | Billing | Cal | endar | Cash/Trade |
| | EOM/EOC | Broado | cast | | Cash |
| | Station | Accou | nt E | xecutive | Sales Office |
| | WISN | Will Hi | ldeb | randt | HRP -Washingt |
| | Special Hand | ling | | | |
| | | | | | |
| į | <u>Demographic</u> | | | | |
| | Adults 35+ | | | | |
| · [| | | | | |
| [| | | | | |
| į. | IDB# | Adverti | ser | Code | Product Code |
| | 8091 | 49 | | | 53 |
| į | Agency Ref | | | <u>Advertiser</u> | Ref |

| *Line Ch Stort Data End Data Data (| | | | Spot | s/ | | | |
|---|------------------|---------------------------|---------------------|--|------------------------|-------------|-------|-------------|
| *Line Ch Start Date End Date Description | | Start/End Time | Days Le | ngth Wee | k Rate | Type S | Spots | Amount |
| 1 WISN 10/02/12 11/02/12 General Hospit
Start Date End Date Weekdays S | | 2-3pm/1-2p | | :30 | | NM | 10 | \$3,500.00 |
| Start Date End Date Weekdays S
Week: 10/01/12 10/07/12 -TwTF | Spots/Week | Rate | | | | | | Ψ5,500.00 |
| Week: 10/08/12 10/14/12 -TWTF | 2
2 | \$350.00 | | | | | | |
| Week: 10/15/12 10/21/12 -TWTF | 2 | \$350.00 | | | | | | |
| Week: 10/22/12 10/28/12 -TWTF | 2 | \$350.00 | | | | | | |
| Week: 10/29/12 11/04/12 -TWTF | 2 | \$350.00
\$350.00 | | | | | | |
| N 2 WISN 10/02/12 11/02/12 Late News 10P | | | | ······································ | | | | |
| Ctod Data E 18 | ivi
pots/Week | 10-1030p | | :30 | | NM | 13 | \$20,800.00 |
| Week: 10/01/12 10/07/12 -TwTF | 2 | <u>Rate</u>
\$1,600.00 | | | | | | 1-1,000.00 |
| Week: 10/08/12 10/14/12 -TWTF | 2 | \$1,600.00 | | | | | | |
| Spot Ch Date Range Description | - | Start/End Time | Modular | 1 4 | | | | |
| 3 WISN 10/08/12-10/14/12 Late News 10F | ≥м | 10-1030p | Weekdays
-TuwThF | <u>Length</u> | Rate | <u>Type</u> | | |
| See MG 23.7,23.8,23.9,23.10 | | 10-1030p | - iuwin | - :30 | \$ 1,600.00 | NM | | |
| 4 WISN 10/08/12-10/14/12 Late News 10F | PM | 10-1030p | -TuWThF | - :30 | \$ 1,600,00 | | | |
| See MG 23.7,23.8,23.9,23.10 | | | · an in | 50 | Φ 1;0⊍∪.∪∪ | NM | | |
| Week: 10/15/12 10/21/12 -TWTF | 4 | \$1,600.00 | | | | | | |
| Week: 10/22/12 10/28/12 -TWTF | 3 | \$1,600.00 | | | | ŀ | | |
| Week: 10/29/12 11/04/12 -TWTF | 4 | \$1,600.00 | | | | | | |
| 3 WISN 10/02/12 11/02/12 The View | | 10-11am | | :30 | | | | |
| | pots/Week | Rate | | .50 | | NM | 14 | \$7,000.00 |
| Week: 10/01/12 10/07/12 -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/08/12 10/14/12 -TWTF | 2 | \$500.00 | | | | ľ | | |
| Week: 10/15/12 10/21/12 -TWTF | 3 | \$500.00 | | | | | | |
| Week: 10/22/12 | 3 | \$500.00 | | | | 1 | | |
| | 4 | \$500.00 | | | | | | |
| 4 WISN 10/02/12 11/02/12 Late News 1030 | | 1030p-11p | | :30 | | NM | - | 04.755.55 |
| <u>Start Date </u> | ots/Week | <u>Rate</u> | | | | ININI | 5 | \$4,750.00 |
| late t commun | 1 | \$950.00 | | | | | | |
| | 1 | \$950.00 | | | | Į | | |
| MAY I TAMARIA | 1 | \$950.00 | | | | 1 | | |
| Week: 10/22/12 10/28/12 -TwTF | 1 | \$950.00 | | | | | | |
| | | | | | | ı | | |

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| Line Transactions. IN - New, E - Edited, D - Deleted)
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10/09/12 / 10/09/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 1 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision

Democratic Senatorial Ca

| *Line Ch Start | Date End F | Date Descripti | on | Start/End Time | De | Spots/ | | | | |
|-------------------------------------|---|--------------------------|-----------------|--------------------------|------|-------------|------|-------------|-------|-------------------|
| Start Date | | Weekdays | Spots/Week | Rate | Days | Length Week | Rate | Туре | Spots | Amount |
| Week: 10/29/12 | 11/04/12 | -TWTF | 1 | \$950.00 | | | | | | |
| 5 WISN 10/02 | | • | | 11p-1130p | | :30 | | NM | 8 | \$6,000.00 |
| <u>Start Date</u>
Week: 10/01/12 | End Date
10/07/12 | <u>Weekdays</u>
-TWTF | Spots/Week | Rate | | | | | U | φο,υσυ.υσ |
| Week: 10/08/12 | 10/14/12 | -TWTF | 1 | \$750.00
\$750.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$750.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$750.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$750.00 | | | | | | |
| 6 WISN 10/02 | | 12 ANDERSO | N COOPER | M-F 11A-12P | | :30 | | | | |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | .50 | | NM | 14 | \$3,150.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$225.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$225.00 | | | | ı | | |
| Week: 10/15/12
Week: 10/22/12 | 10/21/12 | -TWTF | 3 | \$225.00 | | | | | | |
| Week: 10/22/12
Week: 10/29/12 | 10/28/12
11/04/12 | -TWTF | 3 | \$225.00 | | | | | | |
| | | -TWTF | 4 | \$225.00 | | | | | | |
| 7 WISN 10/09/
Start Date | /12 11/02/ [.]
<u>En</u> d Date | | - | 12P-1P | | :30 | | NM | 8 | \$2,400.00 |
| Week: 10/08/12 | 10/14/12 | <u>Weekdays</u>
-TWTF | Spots/Week
2 | Rate | | | | | _ | 42 ,400.00 |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$300.00 | | | | ľ | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$300.00
\$300.00 | | | | ı | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$300.00 | | | | | | |
| 8 WISN 10/02/ | 12 11/02/1 | 2 KATIE COI | JRIC | M-F 2-3P | | -00 | | | | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | :30 | | NM | 10 | \$4,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$400.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWT.F | 2 | \$400.00 | | | | 1 | | |
| Week: 10/15/12
Week: 10/22/12 | 10/21/12 | -TWTF | 2 | \$400.00 | | | | ŀ | | |
| Week: 10/29/12 | 10/28/12
11/04/12 | ~TWTF | 2 | \$400.00 | | | | | | |
| | | -TWTF | 2 | \$400.00 | | | | | | |
| 9 WISN 10/02/ | | | | 3-4p | | :30 | | NM | 10 | \$5,000.00 |
| <u>Start Date</u>
Week: 10/01/12 | End Date
10/07/12 | <u>Weekdays</u>
-TWTF | Spots/Week | Rate | | | | | ,,, | 40,000.00 |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2
2 | \$500.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$500.00
\$500.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$500.00 | | | | | | |
| 10 WISN 10/02/1 | 12 11/02/1 | 2 DR. OZ | | 4P-5P | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | :30 | | NM | 10 | \$6,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$600.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$600.00 | | | | ľ | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$600.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$600.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$600.00 | | | | | | |
| 11 WISN 10/02/1 | | | - | 5-530pm | | :30 | | NM | 14 | \$14,000.00 |
| <u>Start Date</u>
Week: 10/01/12 | End Date
10/07/12 | Weekdays
-TWTF | Spots/Week | Rate | | | | | 1-7 | \$17,000,00 |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3
3 | \$1,000.00
\$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$1,000.00
\$1,000.00 | | | | | | |
| | | | • | ¥1,000.00 | | | | I | | |

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| | Contract / Revision 939457 / | o <u>n</u>
6 | Alt Order #
06262067 |
|---------------------------------------|------------------------------|-----------------|---|
| Contract Dates
10/02/12 - 11/06/12 | Product
DSCC-IE | | Estimate #
1533 |
| Advertiser Democratic Senatoria | Са | 1 | ginal Date / Revision
0/09/12 / 10/09/12 |

| *I to - OI OI . | | | | <u> </u> | | Spot | s/ | | | |
|-------------------------------------|---|--------------------------|------------------------|----------------------------|---------|------------|----------------------|-------------|-------|-------------|
| *Line Ch Start | | | | Start/End Time | Days | Length Wee | | Туре | Spots | Amount |
| <u>Start Date</u>
Week: 10/29/12 | 11/04/12 | <u>Weekdays</u>
-TwTF | <u>Spots/Week</u>
3 | <u>Rate</u>
\$1,000.00 | | | | | | |
| 12 WISN 10/02 | | | 5a | 5-6A | | :30 | | NM | 15 | \$E 050.00 |
| <u>Start Date</u>
Week: 10/01/12 | End Date | Weekdays | Spots/Week | <u>Rate</u> | | | | 1.4141 | 13 | \$5,250.00 |
| Week: 10/01/12
Week: 10/08/12 | 10/07/12
10/14/12 | -TWTF | 2 | \$350.00 | | | | | | |
| Week: 10/15/12 | 10/14/12 | -TWTF
-TWTF | 3 | \$350.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3
3 | \$350.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$350.00
\$350.00 | | | | | | |
| 13 WISN 10/02 | *************************************** | | | | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | 6-630pm | | :30 | | NM | 14 | \$16,800.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | <u>Rate</u>
\$1,200.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$1,200.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$1,200.00 | | | | 1 | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$1,200.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 3 | \$1,200.00 | | | | | | |
| 14 WISN 10/02 | /12 11/02/ | 12 News M-F | 6a | 6-7A | | :30 | | NIA S | | |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | .30 | | NM | 15 | \$15,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$1,000.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/15/12
Week: 10/22/12 | 10/21/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 10/28/12
11/04/12 | -TWTF | 3 | \$1,000.00 | | | | 1 | | |
| | | -TWTF | 4 | \$1,000.00 | | | | | | |
| 15 WISN 10/02/
Start Date | | | ent Tonight | 630p-7pm | | :30 | | NM | 11 | \$9,350.00 |
| Week: 10/01/12 | <u>End Date</u>
10/07/12 | <u>Weekdays</u>
-TWTF | Spots/Week
2 | Rate | | | | | , , | 40,000.00 |
| | te Range | Descriptio | - | \$850.00 | 14/ | | | | | |
| 1 WISN 10 | | | nent Tonight | Start/End Time
630p-7pm | Weekday | | Rate | <u>Type</u> | | |
| See MG 23 | | | ione ronigh | 030ρ-7ρπ | -TuWThF | :30 | \$ 850.00 | NM | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$850.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$850.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$850.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 3 | \$850.00 | | | | | | |
| 16 WISN 10/02/ | 12 11/02/1 | 2 Good Morn | ing America | 7-9a | | :30 | | NM | 24 | #04 000 oo |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | .00 | | INIVI | 21 | \$21,000.00 |
| Week: 10/01/12
Week: 10/08/12 | 10/07/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/06/12
Week: 10/15/12 | 10/14/12
10/21/12 | -TWTF | 4 | \$1,000.00 | | | | | | |
| Week: 10/13/12
Week: 10/22/12 | 10/21/12 | -TWTF
-TWTF | 4 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 5 | \$1,000.00 | | | | | | |
| 17 WISN 10/02/ | | | 5 | \$1,000.00 | | | | | | |
| Start Date | 12 11/02/1:
<u>End</u> Date | | | 9-10am | | :30 | | NM | 14 | \$6,300.00 |
| Week: 10/01/12 | 10/07/12 | Weekdays
-TwTF | Spots/Week
2 | Rate
\$450.00 | | | | 1 | | . ,:==:== |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$450.00
\$450.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$450.00
\$450.00 | | | | l | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$450.00 | | | | 1 | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$450.00 | | | | | | |
| 18 WISN 10/26/1 | 2 10/26/12 | 2 2020 | | | | .00 | | | | |
| Start Date | End Date | Weekdays | Spots/Week | Fri 9-10p
<u>Rate</u> | | :30 | | NM | 1 | \$3,000.00 |
| | | | | 1 (3)(6 | | | | 1 | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

("Line Transactions: IN = INEW, C = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

10/09/12

/ 10/09/12



Contract / Revision Alt Order# 939457 / 6 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision

Democratic Senatorial Ca

| *Line Ch Start Date End Date Description | 0 | Spots/ | - | |
|--|---------------------------|------------------------|-------------|-------------|
| | Start/End Time | Days Length Week Rate | Type Spots | Amount |
| Week: 10/22/12 10/28/121 1 | <u>Rate</u>
\$3,000.00 | | | |
| 19 WISN 10/08/12 11/05/12 Dancing | Prime Other | :30 | NM 5 | \$3E 000 00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/12 1 1 | <u>Rate</u> | | (444) | \$25,000.00 |
| 10/a-l- 40/45/40 | \$5,000.00 | | | |
| Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1 | \$5,000.00 | | | |
| Spot Ch Date Range Description | \$5,000.00 | | | |
| 3 WISN 10/22/12-10/28/12 Dancing | Start/End Time | Weekdays Length Rate | | |
| See MG 19.6 | Prime Other | M: :30 \$5,000.00 |) NM | |
| 6 WISN 10/22/12-10/28/12 Dancing | Mon 7-8p | M :30 \$5,000,00 | | |
| ⊕ MG for 19.3 10/22 | .ион т-ор | M :30 \$5,000.00 | NM | |
| Week: 10/29/12 11/04/12 1 1 | \$5,000.00 | | | |
| Week: 11/05/12 11/11/12 1 1 | \$5,000.00 | | | |
| 20 WISN 10/22/12 10/29/12 Castle | Mon 9-10p | :30 | 10.1 | _ |
| Start Date End Date Weekdays Spots/Week | Rate | .50 | NM 1 | \$4,000.00 |
| Week: 10/22/12 10/28/12 1 1 | \$4,000.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | Туре | |
| 1 WISN 10/22/12-10/28/12 Castle
Credited | Mon 9-10p | M :30 \$4,000.00 | | |
| Week: 10/29/12 11/04/12 1 1 | \$4,000.00 | | | |
| 21 WISN 10/06/12 11/03/12 Late News Sa 10pm | 10-1035p | :30 | NM 5 | #2 000 as |
| Start Date Week: 10/01/12 10/07/121 Spots/Week | <u>Rate</u> | .00 | INIVI 5 | \$3,000.00 |
| Mode 40/00/40 | \$600.00 | | | |
| Mode 404540 | \$600.00 | | | |
| Week: 10/13/12 10/21/121- 1 Week: 10/22/12 10/28/121- 1 | \$600.00 | | | |
| Week: 10/29/12 11/04/121- 1 | \$600.00 | | | |
| | \$600.00 | | | |
| and a second of the second control of the se | 230p-6p | :30 | NM 1 | \$6,500.00 |
| Week: 10/08/12 End Date Weekdays Spots/Week | <u>Rate</u>
\$6,500,00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | _ | |
| 1 WISN 10/08/12-10/14/12 College Football Game #2 | 230p-6p | | <u>Type</u> | |
| See MG 22.2 | 200p-0p | Sa :30 \$6,500.00 | NM | |
| 2 WISN 10/06/12-10/06/12 College Football BADGER | 230p-6p | Sa :30 \$6,500.00 | NM | |
| → MG for 22.1 10/13 | , , | 24 .55 45,555.00 | IAIAI | |
| N 23 WISN 10/06/12 11/03/12 News Sa 6p-630p | 6-630pm | :30 | NIAA O | |
| Start Date End Date Weekdays Spots/Week | Rate | .50 | NM 8 | \$8,250.00 |
| Week: 10/01/12 10/07/121- 1 | \$500.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | Type | |
| 1 WISN 10/01/12-10/07/12 News Sa 6p-630p
See MG 23.6 | 6-630pm | Sa :30 \$500.00 | NM | |
| 6 WISN 10/01/12-10/07/12 Late News 1030PM | 4000 - 44 | | | |
| ® MG for 15.1,23,1 | 1030p-11p | MTuWThF :30 \$1,350.00 | NM | |
| Week: 10/08/12 10/14/121- 1 | \$500.00 | | | |
| - ' | φυου.00 | | į | |

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Line Transactions. IN = New, E = Edited, D = Deteted;

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| | Contract / Revis
939457 / | ion
6 | Alt Order #
06262067 | |
|--|------------------------------|----------|---|---|
| <u>Contract Dates</u>
10/02/12 - 11/06/12 | Product
DSCC-IE | | Estimate #
1533 | 1 |
| Advertiser Democratic Senatoria | l Ca | - 1 | iginal Date / Revision
10/09/12 / 10/09/12 | 7 |

| | | | | 201 | | stratorial Ca | | 10/03/12 | / 1 | 3/09/12 |
|--------------------------------------|-----------------------|--------------------------------------|------------|-------------------------|----------------|---------------|-------------|-------------------|------|------------------------|
| | | | | | | Spo | its/ | | | |
| *Line Ch Start | | | | Start/End Time | Days | Length Wed | | Type S | pots | Amount |
| <u>Start Date</u>
<u>Spot_ChD</u> | End Date
ate Range | Weekdays
Description | Spots/Week | | | | | Ť | · . | |
| | | <u>Description</u>
4/12 News Sa t | | Start/End Time | <u>Weekday</u> | | <u>Rate</u> | <u>Type</u> | | |
| See MG 2 | 23.7,23.8,23. | #12 NGWS 38 (
0 22 10 | р-630р | 6-630pm | | Sa :30 | \$500.00 | NM | | |
| 7 WISN 10 | 0/10/12-10/12 | 2/12 Late News | 1030PM | 1030p-11p | . — | | | | | |
| ⊕ MG for 25 | .2.2.4.27.1.2 | 7.2.2.3.23.2 | 10001 101 | 1030h-11b | WThF | : :30 | \$1,500.00 | NM | | |
| 8 WISN 10 | 0/10/12-10/12 | 2/12 Late News | 1030PM | 1030p-11p | WThF | : :30 | #4 500 on | | | |
| MG for 25 | .2,2.4,27.1,2 | 7.2,2.3,23.2 | | 12000 110 | . 11 111 | .30 | \$1,500.00 | NM | | |
| 9 WISN 10 | 0/10/12-10/12 | 2/12 Late News | 1030PM | 1030p-11p | WThF | :30 | \$1,500.00 | NM | | |
| ⊕ MG for 25 | .2,2.4,27.1,2 | 7.2,2.3,23.2 | | . , | | .50 | Ψ1,000.00 | IVIVI | | |
| 10 WISN 10 | 0/13/12-10/13 | 1/12 Prime Nas | car | M-Su 6-1030PM | | Sa :30 | \$900.00 | NM | | |
| ⊕ MG for 25 Week: 10/15/12 | | | | | | | ,,,,,,, | | | |
| Week: 10/13/12 | 10/21/12
10/28/12 | <u>-</u> 1- | 1 | \$500.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | - 1-
- 1- | 1 | \$500.00 | | | | | | |
| | | | 1 | \$500.00 | | | | | | |
| 24 WISN 10/13 | _ | 12 Sa 458-6a | | 456-6AM | | :30 | | NM | 4 | \$800.00 |
| Start Date Week: 10/08/12 | End Date
10/14/12 | <u>Weekdays</u>
1- | Spots/Week | Rate | | | | | | \$000.00 |
| Week: 10/15/12 | 10/21/12 | 1- | 1 | \$200.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1- | 1 | \$200.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1- | 1 | \$200.00
\$200.00 | | | | 1 | | |
| N 25 WISN 10/06/ | | 12 News Sa 6p | | | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | 6-630pm
<u>R</u> ate | | :30 | | NM | 4 | \$2,800.00 |
| Week: 10/01/12 | 10/07/12 | 1- | 1 | \$700.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1- | 1 | \$700.00 | | | | | | |
| | <u>te Range</u> | <u>Description</u> | | Start/End Time | Weekdays | <u>Length</u> | Rate | Type | | |
| 2 WISN 10 | /08/12-10/14/ | /12 News Sa 6 _l | o-630p | 6-630pm | | | \$700.00 | <u>Type</u>
NM | | |
| See MG 23 | 3.7,23.8,23.9, | | | | | | 4.00.00 | 1 4/4/ | | |
| Week: 10/15/12
Week: 10/22/12 | 10/21/12 | 1- | 1 | \$700.00 | | | | | | |
| Week: 10/29/12 | 10/28/12
11/04/12 | 1- | 1 | \$700.00 | | | | | | |
| | | 1- | 1 | \$700.00 | | | | - 1 | | |
| 26 WISN 10/06/ | | | | 6-7a | | :30 | | NM | 5 | \$3,000.00 |
| <u>Start Date</u>
Week: 10/01/12 | End Date
10/07/12 | <u>Weekdays</u>
1- | Spots/Week | Rate | | | | | J | 40,000,00 |
| Week: 10/08/12 | 10/14/12 | 1- | 1 | \$600.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1- | 1 | \$600.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1- | 1 | \$600,00
\$600.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1- | 1 | \$600.00 | | | | | | |
| N 27 WISN 10/20/ | 12 11/03/1 | 2 SA 630-7n | | | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | 630p-7p
<u>Rate</u> | | :30 | | NM | 0 | \$0.00 |
| Week: 10/15/12 | 10/21/12 | 1- | 1 | \$500.00 | | | | | | |
| | e Range | Description | | Start/End Time | Weekdays | <u>Length</u> | <u>Rate</u> | <u>Ту</u> ре | | |
| 1 WISN 10/ | 15/12-10/21/ | 12 SA 630-7p | | 630p-7p | S | | \$500.00 | NM | | |
| | .7,23.8,23.9, | 23.10 | | • | | | 1000.00 | 1 4141 | | |
| Week: 10/22/12 | 10/28/12 | | 0 | \$0.00 | | | | Ī | | |
| Week: 10/29/12 | 11/04/12 | 1- | 1 | \$500.00 | | | | | | |
| | e Range | <u>Description</u> | | Start/End Time | Weekdays | <u>Length</u> | <u>Rate</u> | Type | | |
| | | 12 SA 630-7p | | 630p-7p | 5 | | \$500.00 | NM | | |
| | 7,23.8,23.9,2 | | | | | | | | | |
| 28 WISN 10/13/1 | 2 10/27/12 | 2 Sat 630-7p | | 630-7p | | :30 | | NM | 2 | \$2,000.00 |
| | | | | | | | | | - | Ψ 4 1000,00 |

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therwise, on contracts, insertion orders, copy instructions or any correspondence when such committee above terms and continuous. Four weeks advance cancellation notice is required unless unrerwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

10/09/12

/ 10/09/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 / 6 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision

Democratic Senatorial Ca

| | | | | Dei | | enatonal Ca | | 10/09/12 | . / 1 | 0/09/12 |
|-------------------------------------|----------------------|--------------------------|------------------|---------------------------|------|-------------|------|----------|-------|---|
| | | | | | | Spots/ | | | | |
| *Line Ch Sta | | Date Descripti | on | Start/End Time | Days | Length Week | Rate | TypeS | Spote | Amount |
| Start Date | | <u>Weekdays</u> | Spots/Week | Rate | | | | , ype c | νρυιο | Amount |
| Week: 10/08/12
Week: 10/15/12 | 10/14/12 | 1- | 1 | \$1,000.00 | | | | j | | |
| Week: 10/13/12 | 10/21/12
10/28/12 | 1 | 0 | \$0.00 | | | | 1 | | |
| 29 WISN 10/0 | | 1- | 1 | \$1,000.00 | | | | | | |
| Start Date | | 12 ABC Primi
Weekdays | e College Footba | <u>.</u> | | :30 | | NM | 3 | \$3,000.00 |
| Week: 10/01/12 | 10/07/12 | 1- | Spots/Week
1 | <u>Rate</u>
\$1,000.00 | | | | | | , |
| Week: 10/08/12 | 10/14/12 | | Ö | \$0.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 2- | 2 | \$1,000.00 | | | | 1 | | |
| 30 WISN 10/1 | 3/12 11/03/ | 12 News Sat | 7-9a | 7-9am | | :30 | | | | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | :30 | | NM | 4 | \$1,800.00 |
| Week: 10/08/12 | 10/14/12 | 1- | 1 | \$450.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1- | 1 | \$450.00 | | | | | | |
| Week: 10/22/12
Week: 10/29/12 | 10/28/12 | 1- | 1 | \$450.00 | | | | | | |
| | 11/04/12 | 1- | 1 | \$450.00 | | | | | | |
| 31 WISN 10/0 | | | | 10p-1030p | | :30 | | NM | 5 | \$8,000.00 |
| <u>Start Date</u>
Week: 10/01/12 | End Date
10/07/12 | Weekdays
1 | Spots/Week | Rate | | | | , | J | Ψ0,000.00 |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$1,600.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,600.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,600.00
\$1,600.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,600.00 | | | | | | |
| 32 WISN 10/14 | 1/12 11/04/ | 2 Late News | SU 1030PM | | | | | | | |
| Start Date | | Weekdays | Spots/Week | 1030p-11p
Rate | | :30 | | NM | 4 | \$3,800.00 |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$950.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$950.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$950.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$950.00 | | | | | | |
| 33 WISN 10/14 | | | | 458-6AM | | :30 | | NM | 4 | \$900 oo |
| Start Date Week: 10/08/12 | End Date
10/14/12 | <u>Weekdays</u>
1 | Spots/Week | Rate | | | | 1 1101 | | \$800.00 |
| Week: 10/15/12 | 10/14/12 | 1 | 1 | \$200.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$200.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$200.00 | | | | | | |
| 34 WISN 10/07 | | | 30nm | \$200.00 | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | 530-6p
<u>R</u> ate | | :30 | | NM | 5 | \$2,500.00 |
| Week: 10/01/12 | 10/07/12 | 1 | 1 | \$500.00 | | | | i | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$500.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$500.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$500.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$500.00 | | | | | | |
| 35 WISN 10/07 | | | | 6-7a | | :30 | | NM | 5 | ## Acc |
| <u>Start Date</u>
Week: 10/01/12 | End Date | Weekdays | Spots/Week | <u>Rate</u> | | | | 1.41.61 | J | \$2,000.00 |
| Week: 10/08/12 | 10/07/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/15/12 | 10/14/12
10/21/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/13/12 | 10/21/12 | <u>-</u> 1 | 1 | \$400.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$400.00 | | | | | | |
| 36 WISN 10/21/ | | | 1 | \$400.00 | | | | | | |
| 55 THOM 10/2 [/ | 10/21/12 | 2 Office | | Sun 7-8p | | :30 | | NM | 1 | \$2,500.00 |
| | | | | | | | | | | |

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10/09/12 / 10/09/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 / 6 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

Democratic Senatorial Ca

| | <u></u> | | | | - , | 5,05,12 |
|--|---------------------------|-----------------|-------------------------|-------------|-------|-------------|
| *1: 0- 0: 10 : | | Sp | ots/ | | . " | |
| *Line Ch Start Date End Date Description | Start/End Time | Days Length We | | Type | Spots | Amount |
| Start DateEnd DateWeekdaysSpots/WeekWeek: 10/15/1210/21/1211 | <u>Rate</u>
\$2,500.00 | | | | 1 | ranoant |
| 37 WISN 10/07/12 11/04/12 News Sun 7-9a | 7-9am | :30 | | | _ | |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | .50 | | NM | 5 | \$2,000.00 |
| Week: 10/01/12 10/07/121 1 | \$400.00 | | | | | |
| Week: 10/08/12 10/14/121 1 | \$400.00 | | | | | |
| Week: 10/15/12 10/21/121 1 | \$400.00 | | | | | |
| Week: 10/22/12 10/28/121 1 | \$400.00 | | | | | |
| Week: 10/29/12 11/04/121 1 | \$400.00 | | | | | |
| 38 WISN 10/14/12 11/04/12 This Week With George Ste | ep930-1030am | :30 | | NM | 2 | #2 020 00 |
| Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/121 | <u>Rate</u> | | | 14141 | 2 | \$2,000.00 |
| Mook: 10/15/10 10/01/10 | \$1,000.00 | | | | | |
| Wook: 10/32/12 | \$0.00 | | | | | |
| 1Manual de 100 Man | \$0.00 | | | | | |
| 00.11100 | \$1,000.00 | | | | | |
| 39 WISN 10/09/12 10/23/12 DanceResults | Tue 7-8p | :30 | | NM | 3 | \$10 500 00 |
| Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 -1 1 | <u>Rate</u> | | | ***** | J | \$12,500.00 |
| | \$5,000.00 | | | | | |
| Spot Ch Date Range Description 1 WISN 10/08/12-10/14/12 DanceResults | Start/End Time | Weekdays Length | <u>Rate</u> | Type | | |
| See MG 39.3,39.4 | Tue 7-8p | -Tu: :30 | \$5,000.00 | NM | | |
| 3 WISN 10/08/12-10/14/12 DWTS Results | ** ** | | | | | |
| ® MG for 40.2,39.1 | Tue 8-9p | -Tu :30 | \$5,000.00 | NM | | |
| 4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis | Tuo 7 0m | | | | | |
| (f) MG for 40.2,39.1 | Tue 7-8p | -Tu: :30 | \$2,500.00 | NM | | |
| Week: 10/15/12 10/21/12 0 | \$0.00 | | | | | |
| Week: 10/22/12 10/28/12 -1 1 | \$5,000.00 | | | | | |
| 40 WISN 10/02/12 10/09/12 HappyEnd | | | | | | |
| Start Date End Date Weekdays Spots/Week | Tue 8-9p | :30 | | NM | 1 | \$2,500.00 |
| Week: 10/01/12 10/07/12 -1 1 | <u>Rate</u>
\$2,500.00 | | | i | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | . | | | |
| 1 WISN 10/01/12-10/07/12 HappyEnd | Tue 8-9p | | Rate | <u>Type</u> | | |
| See MG 40.3 | , 40 O Op | -Tu :30 | \$ 2,500.00 | NM | | |
| 3 WISN 10/01/12-10/07/12 DWTS Results | Tue 8-9p | -Tu :30 | ¢2 500 00 | A (4.4 | | |
| ⊗ See MG 40.4 | | .30 | \$ 2, 500.00 | NM | | |
| 4 WISN 10/01/12-10/07/12 DWTS | Tue 7-8p | -Tu: :30 | \$2,500.00 | NM | | |
| ⊕ MG for 40.3 10/02 | · | .00 | 42,540.00 | 14141 | | |
| Week: 10/08/12 10/14/12 -1 1 | \$2,500.00 | | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | Rate | Туре | | |
| 2 WISN 10/08/12-10/14/12 HappyEnd | Tue 8-9p | -Tu :30 | \$2,500.00 | NM | | |
| See MG 39.3,39.4 | | | , | | | |
| 41 WISN 10/02/12 10/30/12 PrivatePractice | Tue 9-10p | :30 | | NM | 2 | £4.400.00 |
| Start Date End Date Weekdays Spots/Week | Rate | 100 | | 14141 | 2 | \$4,400.00 |
| Week: 10/01/12 10/07/12 -1 1 | \$2,200.00 | | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | Rate | Туре | | |
| 1 WISN 10/01/12-10/07/12 PrivatePractice | Tue 9-10p | -Tu:30 | \$ 2,200.00 | NM | | |
| See MG 41.4
4 WISN 10/01/12-10/07/12 Scandal | | | | | | |
| MG for 41.1 10/02 | Thu 9-10p | Th :30 | \$2,200.00 | NM | | |
| Week: 10/08/12 10/14/12 0 | 60.00 | | | | | |
| · · · · · · · · · · · · · · · · · · · | \$0.00 | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



Contract / Revision Alt Order # 939457 / 6 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 10/09/12 / 10/09/12

| | | | | Dell | iocialic Si | enatonal Ca | | 10/09/12 | 7 1 | 0/09/12 |
|-------------------------------------|------------------------|-------------------------------|-------------------------|-------------------------|---------------------------------------|-------------------|-------------|---------------------|------|---|
| | | | | | | 0 | to/ | | | |
| *Line Ch Start | Date End D | ate Descriptio | n | Start/End Time | Days | Spo
Length Wee | | Time O | | Δ. |
| Start Date | End Date | Weekdays | Spots/Week | Rate | Dayo | Length Wet | n Rate | Type S _i | oots | Amount |
| Week: 10/15/12 | 10/21/12 | -1 | 1 | \$2,200.00 | | | | | | |
| | te Range | <u>Description</u> | 1 | Start/End Time | Weekday | <u>/s Length</u> | <u>Rate</u> | <u>Type</u> | | |
| 2 VVISIV 10,
Credited | /15/12-10/21 | /12 PrivatePra | ctice | Tue 9-10p | -Tu | :30 | \$2,200.00 | NM | | |
| Week: 10/22/12 | 10/28/12 | | 0 | 00.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -1 | 1 | \$0.00
\$2,200.00 | | | | | | |
| 42 WISN 10/16/ | 12 10/30/ | 12 HannyEnd | | Tue 8-9p | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | :30 | | NM | 2 | \$6,000.00 |
| Week: 10/15/12 | 10/21/12 | -1 | 1 | \$3,000.00 | | | | | | |
| | te Range | Description | Į. | Start/End Time | <u>Weekday</u> | <u>s Length</u> | Rate | <u>Type</u> | | |
| Credited | 13/12-10/21/ | /12 HappyEnd | | Tue 8-9p | -Tu | :30 | \$3,000.00 | NM | | |
| Week: 10/22/12 | 10/28/12 | -1 | 1 | \$3,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -1 | 1 | \$3,000.00 | | | | | | |
| 43 WISN 10/27/ | 12 10/27/1 | 2 College Foo | | 230p-6p | | ,20 | | | | |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | :30 | | NM | 1 | \$7,000.00 |
| Week: 10/22/12 | 10/28/12 | 1- | 1 | \$7,000.00 | | | | ı | | |
| 44 WISN 11/03/1 | 12 11/03/1 | 2 ABC Prime | | | | :30 | | NM | 2 | \$2,600.00 |
| <u>Start Date</u>
Week: 10/29/12 | End Date
11/04/12 | Weekdays | Spots/Week | Rate | | | | | - | Ψ2,000.00 |
| 45 WISN 10/28/1 | | | 2 | \$1,300.00 | · · · · · · · · · · · · · · · · · · · | | | | | |
| | End Date | Weekdays | Spots/Week | 9-930A
Rate | | :30 | | NM | 2 | \$450.00 |
| Week: 10/22/12 | 10/28/12 | 2 | 2 | \$225.00 | | | | | | |
| 46 WISN 10/22/1 | 12 10/22/1 | | pital | 2-3pm/1-2p | | :30 | | NA | 4 | |
| <u>Start Date</u>
Week: 10/22/12 | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | .00 | | NM | 1 | \$350.00 |
| | 10/28/12 | 1 | 1 | \$350.00 | | | | | | |
| 47 WISN 11/06/1
Start Date | 2 11/06/1:
End Date | 2 General Hos | | 2-3pm/1-2p | | :30 | | NM | 1 | \$350.00 |
| | 11/11/12 | Weekdays
-1 | Spots/Week
1 | <u>Rate</u>
\$350.00 | | | | | | *************************************** |
| 48 WISN 10/15/1 | 2 11/05/1: | 2 Late News 1 | • | 10-1030p | | | | | | |
| | End Date | Weekdays | Spots/Week | Rate | | :30 | | NM | 4 | \$6,400.00 |
| | 10/21/12 | 1 | 1 | \$1,600.00 | | | | | | |
| | 10/28/12 | 1 | 1 | \$1,600.00 | | | | | | |
| | 11/04/12
11/11/12 | 1 | 1 | \$1,600.00 | | | | | | |
| 49 WISN 10/15/1: | | | 1 | \$1,600.00 | | | | | | • |
| | End Date | 2 The View
<u>Weekdays</u> | Spots/Week | 10-11am | | :30 | | NM | 4 | \$2,000.00 |
| Week: 10/15/12 | 10/21/12 | 1 | <u>Spots/vveek</u>
1 | <u>Rate</u>
\$500.00 | | | | | | |
| | 10/28/12 | 1 | 1 | \$500.00 | | | | | | |
| | 11/04/12 | 1 | 1 | \$500.00 | | | | | | |
| | 11/11/12 | 1 | 11 | \$500.00 | | | | | | |
| 50 WISN 11/06/12 | | | | 10-11am | | :30 | | NM | 1 | \$500.00 |
| | End Date
11/11/12 | Weekdays
-1 | Spots/Week
1 | Rate | | | | | • | Ψ550,00 |
| 51 WISN 10/15/12 | | | | \$500.00 | | | | | | |
| | | Weekdays | Spots/Week | M-F 11A-12P
Rate | | :30 | | MM | 4 | \$900.00 |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$225.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$225.00 | | | | | | |
| | | | | | | | | 1 | | |

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Hearst television inc. does not discriminate in the sale of advertision time.



Contract / Revision Alt Order# 939457 1 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision **Democratic Senatorial Ca** 10/09/12 / 10/09/12

| *Line Ch Star | t Date End i | Date Descript | tion | Start/End Time | Days | Spots/ | D-4: | _ | | |
|-------------------------------------|-------------------------|-------------------------------|-----------------|---------------------------|------|-------------|--|--------|-------|------------|
| Start Date | | | Spots/Week | Rate | Days | Length Week | Rate | Type | Spots | Amount |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$225.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$225.00 | | | | ľ | | |
| 52 WISN 10/2 | | | | 3-4p | · | :30 | | NM | 2 | \$1,000.00 |
| Start Date
Week: 10/29/12 | End Date
11/04/12 | <u>Weekdays</u>
1 - | Spots/Week | Rate | | | | 1 1141 | | Φ1,000.00 |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$500.00
\$500.00 | | | | j | | |
| 53 WISN 11/08 | | | | | | | ······································ | | | |
| Start Date | | Weekdays | Spots/Week | 3-4p
<u>Ra</u> te | | :30 | | NM | 1 | \$500.00 |
| Week: 11/05/12 | 11/11/12 | -1 | 1 | \$500.00 | | | | | | |
| 54 WISN 10/29 | | | | 4P-5P | | :30 | | NM | 2 | 04 000 00 |
| Start Date Week: 10/29/12 | | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | .00 | | 14141 | 2 | \$1,200.00 |
| Week: 11/05/12 | 11/04/12
11/11/12 | 1
1 | 1 | \$600.00 | | | | | | |
| 55 WISN 10/15 | | | 1 | \$600.00 | | | | | | |
| Start Date | 5/12 11/05/
End Date | '12 News M-F
Weekdays | Spots/Week | 5-530pm | | :30 | | NM | 4 | \$4,000.00 |
| Week: 10/15/12 | 10/21/12 | 1 | Spots/vveek | <u>Rate</u>
\$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,000.00 | | | | [| | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,000.00 | | | | ı | | |
| 56 WISN 10/15 | | | 5a | 5-6A | | :30 | | NM | 4 | £1 400 00 |
| Start Date Week: 10/15/12 | End Date
10/21/12 | Weekdays | Spots/Week | <u>Rate</u> | | | | 14141 | ** | \$1,400.00 |
| Week: 10/13/12
Week: 10/22/12 | 10/21/12 | 1
1 | 1 | \$350.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$350.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$350.00
\$350.00 | | | | | | |
| 57 WISN 10/08 | /12 11/05/ | 12 News M-F | • | | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | 6-630pm
Rate | | :30 | | NM | 5 | \$6,000.00 |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$1,200.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,200.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,200.00 | | | | | | |
| Week: 10/29/12
Week: 11/05/12 | 11/04/12 | 1 | 1 | \$1,200.00 | | | | | | |
| | 11/11/12 | 1 | 1 | \$1,200.00 | | | | | | |
| 58 WISN 10/15/
Start Date | /12 11/05/1
End Date | | | 6-7A | | :30 | | NM | 4 | \$4,000.00 |
| Week: 10/15/12 | 10/21/12 | <u>Weekdays</u>
1 | Spots/Week
1 | <u>Rate</u>
\$1,000.00 | | | | | | 4 1,200.00 |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,000.00 | | | | | | |
| 59 WISN 11/06/ | 12 11/06/1 | 2 News M-F | 6a | 6-7A | | :30 | | 3184 | _ | |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | .50 | | NM | 1 | \$1,000.00 |
| Week: 11/05/12 | 11/11/12 | -1 | 1 | \$1,000.00 | | | | | | |
| 60 WISN 10/22/ | | | ent Tonight | 630p-7pm | | :30 | | NM | 3 | \$2,550.00 |
| <u>Start Date</u>
Week: 10/22/12 | End Date
10/28/12 | Weekdays | Spots/Week | Rate | | | | | J | \$2,000.00 |
| Week: 10/29/12 | 11/04/12 | 1 | 1
1 | \$850.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$850.00
\$850.00 | | | | | | |
| 61 WISN 10/08/ | | 2 Good More | • | | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | 7-9a
<u>Rate</u> | | :30 | | NM | 5 | \$5,000.00 |
| | | | | Nate | | | | 1 | | |

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10/09/12

/ 10/09/12

Contract Agreement Between: WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 / 6 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision

Democratic Senatorial Ca

| *Line Ch Star | t Date End [| Date Description | on | Start/End Time | Days | Spots/
Length Week | Rate Tv | /peSpots | A man a const |
|-------------------------------------|-------------------------|---------------------------|-----------------|---------------------------|------|-----------------------|---------|----------|---------------|
| Start Date | | Weekdays | Spots/Week | Rate | | Longar Prock | Traic 1 | peopois | Amount |
| Week: 10/08/12
Week: 10/15/12 | 10/14/12
10/21/12 | 1
1 | 1 | \$1,000.00 | | | | | |
| Week: 10/13/12
Week: 10/22/12 | 10/21/12 | 1 | 1 | \$1,000.00 | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,000.00 | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,000.00
\$1.000.00 | | | | | |
| 62 WISN 11/08 | 6/12 11/06/ | 12 Good Morn | ning America | 7-9a | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | 7-9a
Rate | | :30 | ì | M 1 | \$1,000.00 |
| Week: 11/05/12 | 11/11/12 | -1 | 1 | \$1,000.00 | | | | | |
| 63 WISN 10/15 | | 12 LIVE WITH | I KELLY! | 9-10am | | :30 | | M 4 | C4 500 45 |
| <u>Start Date</u>
Week: 10/15/12 | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | .00 | | M 4 | \$1,800.00 |
| Week: 10/13/12
Week: 10/22/12 | 10/21/12
10/28/12 | 1 | 1 | \$450.00 | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1
1 | \$450.00 | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$450.00
\$450.00 | | | | - [| |
| 64 WISN 10/06 | | | <u></u> | | | | | _ | |
| Start Date | End Date | Weekdays | Spots/Week | PostBadger
Rate | | :30 | 1 | IM 1 | \$1,000.00 |
| Week: 10/01/12 | 10/07/12 | S- | 1 | \$1,000.00 | | | | | |
| 65 WISN 10/06 | /12 10/06/ | 12 BIG 12 Bad | laerPost | 630-7p, 6-630p | | :30 | | | |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | .50 | 1/ | IM 1 | \$1,500.00 |
| Week: 10/01/12 | 10/07/12 | S- | 1 | \$1,500.00 | | | | | |
| 66 WISN 10/04 | | | | Thu 7-8p | | :30 | | M 1 | \$2,000.00 |
| Start Date Week: 10/01/12 | End Date
10/07/12 | Weekdays | Spots/Week | <u>Rate</u> | | | 1 | '*' | \$3,000.00 |
| 67 WISN 10/04 | | | 1 | \$3,000.00 | | | | | |
| Start Date | /12 10/05/1
End Date | 12 News M-F 5
Weekdays | - | 5-6A | | :30 | N | M 1 | \$350.00 |
| Week: 10/01/12 | 10/07/12 | TF | Spots/Week
1 | <u>Rate</u>
\$350.00 | | | | | 7-00.00 |
| 68 WISN 10/06 | | | | | | | | _ | |
| Start Date | End Date | Weekdays | Spots/Week | 456-6AM
Rate | | :30 | N | M 1 | \$250.00 |
| Week: 10/01/12 | 10/07/12 | 5- | 1 | \$250.00 | | | | | |
| 69 WISN 10/07 | /12 10/07/1 | 2 Su 458-6a | | 458-6AM | | :30 | <u></u> | | |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | .50 | N | M 1 | \$200.00 |
| Week: 10/01/12 | 10/07/12 | S | 1 | \$200.00 | | | | | |
| 70 WISN 10/04/ | | | | M-F 2-3P | | :30 | N | M 2 | \$800.00 |
| Start Date Week: 10/01/12 | End Date
10/07/12 | <u>Weekdays</u>
TF | Spots/Week | Rate | | | ., | "] - | 3000.00 |
| 71 WISN 10/04/ | | | 2 | \$400.00 | | | | | |
| Start Date | 12 10/05/1
End Date | 2 Nightline
Weekdays | C==4=00/==1. | 11p-1130p | | :30 | N | M 1 | \$1,500,00 |
| Week: 10/01/12 | 10/07/12 | TF | Spots/Week
1 | <u>Rate</u>
\$1,500.00 | | | | | • |
| 72 WISN 10/06/ | 12 10/06/1 | 2 INSIDE THE | | INSIDE HUD 1035 | | | | _ | |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | :30 | N | M 1 | \$250.00 |
| Week: 10/01/12 | 10/07/12 | S- | 1 | \$250.00 | | | | | |
| | | | | | | ア_1_1_ | | | 00046 |
| | | | | | | Totals | | 354 | \$321,300.00 |

| Time Period | # of Spots | Gross Amount | Net Amount | | |
|--------------------|------------|--------------|--------------|--|--|
| 10/01/12 -10/28/12 | 254 | \$232,100.00 | \$197,285.00 | | |
| 10/29/12 -11/06/12 | 100 | \$89,200.00 | \$75,820.00 | | |
| Totals | 354 | \$321,300,00 | \$273 105 00 | | |

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| | Contract / Revis | sion
6 | Alt Order #
06262067 |
|---------------------------------------|--------------------|-----------|---|
| Contract Dates
10/02/12 - 11/06/12 | Product
DSCC-IE | | Estimate #
1533 |
| Advertiser Democratic Senatoria | Ca | | ginal Date / Revision
0/09/12 / 10/09/12 |

| Signature: | Date: | |
|------------|-------|--|
|------------|-------|--|

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Hearst television inc. does not discriminate in the sale of advertising time, and will accept no advertising which is pleased with an intent to discriminate on the basis of contracts and conditions.

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

| | Contract / Rev | /ision | Т | Alt Order# | | |
|--------------------------|----------------|---------|------|--------------|---------------|--|
| | | 7 | - 1 | 06262067 | | |
| Product | | | | **** | | |
| DSCC-IE | | | | | | |
| Contract Dates | Estimate # | | | | | |
| 10/02/12 - 11/06/12 | 1533 | | - 1 | | | |
| Advertiser | | | Ori | ginal Date / | Revision | |
| Democratic Senatorial Ca | ımpaign Com | mittee | 1 | 0/10/12 | / 10/10/12 | |
| | Billing Cycle | Billing | Cal | endar | Cash/Trade | |
| | EOM/EOC | Broado | ast | | Cash | |
| | Station | Accou | nt E | xecutive | Sales Office | |
| | WISN | Will Hi | ldeb | randt | HRP -Washingt | |
| | Special Handl | ing | | | | |
| | | | | | | |
| | Demographic | | | | | |
| | Adults 35+ | | | | | |
| | | | | | | |
| | | | | | | |
| | IDB# | Advert | iser | Code | Product Code | |
| | 8091 | 49 | | | 53 | |
| | Agency Ref | • | | Advertiser | Ref | |
| | | | | | | |

| | | Spots/ | | | |
|--|----------------------|----------------------------------|------------------|-------|-------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week R | ate Type: | Spots | Amount |
| 1 WISN 10/02/12 11/02/12 General Hospital | 2-3pm/1-2p | :30 | NM | 10 | \$3,500.00 |
| Start Date End Date Weekdays Spots/We | | | | | |
| Week: 10/01/12 | \$350.00 | | | | |
| Week: 10/08/12 | \$350.00 | | | | |
| Week: 10/15/12 10/21/12 -TWTF 2 | \$350.00 | | | | |
| Week: 10/22/12 10/28/12 -TWTF 2 | \$350.00 | | | | |
| Week: 10/29/12 11/04/12 -TWTF 2 | \$350.00 | | | | |
| 2 WISN 10/02/12 11/02/12 Late News 10PM | 10-1030p | :30 | МИ | 13 | \$20,800.00 |
| Start Date End Date Weekdays Spots/We | | | | | |
| Week: 10/01/12 | \$1,600.00 | | | | |
| Week: 10/08/12 10/14/12 -TWTF 2 | \$1,600.00 | | | | |
| Spot Ch Date Range Description | Start/End Time | | ate <u>Type</u> | | |
| 3 WISN 10/08/12-10/14/12 Late News 10PM | 10-1030p | -TuWThF :30 \$ 1,600 | .00 NM | | |
| See MG 23.7,23.8,23.9,23.10 | 10.1000 | | | | |
| 4 WISN 10/08/12-10/14/12 Late News 10PM | 10-1030p | -TuWThF :30 \$ 1,60 0 | 00 NM | | |
| See MG 23.7,23.8,23.9,23.10 Week: 10/15/12 10/21/12 -TWTF 4 | £1 600 00 | | | | |
| Week: 10/15/12 | \$1,600.00 | | | | |
| Week: 10/29/12 11/04/12 -TWTF 4 | \$1,600.00 | | | | |
| | \$1,600.00 | | | | |
| N 3 WISN 10/02/12 11/02/12 The View | 10-11am | :30 | NM | 12 | \$6,000.00 |
| Start Date End Date Weekdays Spots/We | | | | | |
| Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 2 | \$500.00 | | | | |
| - | \$500.00 | \$44 | -t- T | | |
| Spot Ch Date Range Description 3 WISN 10/08/12-10/14/12 The View | Start/End Time | | <u>late Type</u> | | |
| • **** | 10-11am | -тиwтhғ ;30 \$500 | .00 NM | | |
| See MG 11.15,11.16,11.17
4 WISN 10/08/12-10/14/12 The View | 10-11am | -TuWThF :30 \$500 | 100 444 | | |
| See MG 11.15,11.16,11.17 | 10-114111 | -TuWThF :30 \$500 | .00 NM | | |
| Week: 10/15/12 | \$500.00 | | | | |
| Week: 10/13/12 10/21/12 -TWTF 3 | \$500.00
\$500.00 | | | | |
| Week: 10/29/12 11/04/12 -TWTF 4 | \$500.00 | | | | |
| | | 0.0 | | _ | |
| 4 WISN 10/02/12 11/02/12 Late News 1030PM | 1030p-11p | :30 | NM | 5 | \$4,750.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order# 939457 06262067 Product Contract Dates Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision <u>Advertiser</u> 10/10/12 / 10/10/12 Democratic Senatorial Ca

| | | | | | | Spots/ | | | | |
|-------------------------------------|--|----------------------------------|---|---------------------------------------|------|-------------|------|--------|------------|-------------|
| | | ate Descriptio | n | Start/End Time | Days | Length Week | Rate | Type S | Spots | Amount |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | |
| Week: 10/01/12
Week: 10/08/12 | 10/07/12 | -TWTF | 1 | \$950.00 | | | | | | |
| Week: 10/15/12 | 10/14/12
10/21/12 | -TWTF
-TWTF | 1 | \$950.00 | | | | | | |
| Week: 10/13/12 | 10/21/12 | -TWTF | 1 | \$950.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 1 | \$950.00
\$950.00 | | | | | | |
| | | | 1 | | | | | | | |
| 5 WISN 10/02
Start Date | /12 11/02/
End Date | 12 Nightline
Weekdays | CnotoAllook | 11p-1130p | | :30 | | NM | 8 | \$6,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | Spots/Week
1 | <u>Rate</u>
\$750.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 1 | \$750.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$750.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$750.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$750.00 | | | | | | |
| 6 WISN 10/02 | /12 11/02/ | 12 ANDERSO | N COOPER | M-F 11A-12P | *** | :30 | | NM | 14 | \$3,150.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .50 | | 1414 | 17 | φ3,130.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$225.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$225.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$225.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$225.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$225.00 | | | | | | |
| 7 WISN 10/09 | | | | 12P-1P | | :30 | | NM | 8 | \$2,400.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/08/12
Week: 10/15/12 | 10/14/12
10/21/12 | -TWTF | 2 | \$300.00 | | | | | | |
| Week: 10/13/12 | 10/21/12 | -TWTF
-TWTF | 2
2 | \$300.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$300.00
\$300.00 | | | | | | |
| | | | *************************************** | · · · · · · · · · · · · · · · · · · · | | | | | | |
| 8 WISN 10/02/
Start Date | /12 11/02/ ⁻
<u>End Date</u> | 12 KATIE COI
Weekdays | Spots/Week | M-F 2-3P | | :30 | | NM | 10 | \$4,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | <u> 2</u> | <u>Rate</u>
\$400.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$400.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$400.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$400.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$400.00 | | | | | | |
| 9 WISN 10/02/ | 11/02/ | 12 3-4p | | 3-4p | | :30 | | NM | 10 | \$5,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | \$5,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$500.00 | | | | | | |
| 10 WISN 10/02/ | | | | 4P-5P | | :30 | | NM | 10 | \$6,000.00 |
| <u>Start Date</u>
Week: 10/01/12 | End Date
10/07/12 | <u>Weekdays</u>
-TwTF | Spots/Week | Rate | | | | | | |
| Week: 10/08/12 | 10/07/12 | -TWTF | 2
2 | \$600.00
\$600.00 | | | | | | |
| Week: 10/05/12 | 10/14/12 | -TWTF | 2 | \$600.00
\$600.00 | | | | l | | |
| Week: 10/13/12 | 10/28/12 | -TWTF | 2 | \$600.00 | | | | l | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$600.00 | | | | l | | |
| N 11 WISN 10/02/ | | | | | | .20 | | | <i>,</i> – | *** |
| Start Date | End Date | Weekdays | Spots/Week | 5-530pm
<u>Rate</u> | | :30 | | NM | 15 | \$16,200.00 |
| <u> </u> | | | SPOIN MESER | 17010 | | | | 1 | | |

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 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 10/10/12 / 10/10/12

| | | | | | | Spots | s/ | | | |
|---|--|---|--|--|--|-------------|--|-------------|-----|-------------|
| *Line Ch Start | Date End D | ate Descriptio | n | Start/End Time | Days Lengtl | n Weel | | Type Sp | ots | Amount |
| Start Date
Week: 10/01/12 | End Date
10/07/12 | Weekdays
-TWTF | Spots/Week
2 | <u>Rate</u>
\$1,000.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Spot Ch Da | ite Range | Description | <u>1</u> | Start/End Time | Weekdays Le | ength | Rate | <u>Туре</u> | | |
| 3 WISN 10 | /08/12-10/14 | | | 5-530pm | -TuWThF | :30 | \$1,000.00 | NM | | |
| See MG 1 | 1.15,11,16,1 | | • | · | | | | | | |
| 4 WISN 10
See MG 1 | /08/12-10/14
1.15,11.16,1 | | 5p | 5-530pm | -TuWThF | :30 | \$1,000.00 | NM | | |
| 15 WISN 10 | /11/12-10/11 | /12 World New | s Tonight | M-Su 530-6p | Th | :30 | \$3,000.00 | NM | | |
| _ | /13/12-10/13 | /12 College Fo | otball Game #1 | 11a-230 | \$a | :30 | \$700.00 | NM | | |
| MG for 13.
17 WISN 10 | | 3.4,3.3
/12 Jimmy Kim | mel | 1130-1230a | F | :30 | \$500.00 | NM | | |
| MG for 13. | 5,11.3,11.4,3 | 3.4,3.3 | | | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$1,000.00 | | | | 1 | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| 12 WISN 10/02 | /12 11/02/ | 2 News M-F 5 | ā | 5-6A | :3 | 0 | | NM | 15 | \$5,250.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | , |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$350.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$350.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$350.00 | | | | 1 | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$350.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$350.00 | | | | | | |
| N 13 WISN 10/02 | /12 11/02/1 | 12 News M-F 6 | Sp. | 6-630pm | :3 | 30 | | NM | 13 | \$15,600.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | , |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$1,200.00 | | | | Į. | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$1,200.00 | | | | | | |
| Spot Ch Da | ite Range | Description | <u>1</u> | Start/End Time | <u>Weekdays</u> <u>Le</u> | ength | <u>Rate</u> | <u>Type</u> | | |
| 5 WISN 10 | /08/12-10/14 | /12 News M-F | 6p | 6-630pm | -TuWThF | :30 | \$ 1,200.00 | NM | | |
| | 1.15,11.16,1 | | | | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$1,200.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$1,200.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 3 | \$1,200.00 | ······································ | | | | | |
| 14 WISN 10/02 | /12 11/02/1 | 10 Naum 84 F 6 | - | 6-7A | :3 | ì۸ | | NM | 15 | \$15,000.00 |
| | | 12 News M-F 6 | oa - | 0-7A | | ,0 | | | | |
| Start Date | End Date | Weekdays | Spots/Week | <u>Rate</u> | | ,0 | | | | |
| <u>Start Date</u>
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| Start Date Week: 10/01/12 Week: 10/08/12 Week: 10/15/12 Week: 10/22/12 Week: 10/29/12 | End Date
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| Start Date Week: 10/01/12 Week: 10/08/12 Week: 10/15/12 Week: 10/22/12 Week: 10/29/12 15 WISN 10/02 Start Date Week: 10/01/12 | End Date
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| Start Date Week: 10/01/12 Week: 10/08/12 Week: 10/15/12 Week: 10/22/12 Week: 10/29/12 15 WISN 10/02 Start Date Week: 10/01/12 Spot Ch Date | End Date
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ate Range | Weekdays -TWTFTWTFTWTFTWTF Weekdays -TWTF Description | Spots/Week 2 3 3 4 ent Tonight Spots/Week 2 | Rate
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Rate | :3
Weekdays L | | <u>Rate</u> | NM
Type | 11 | \$9,350.00 |
| Start Date Week: 10/01/12 Week: 10/08/12 Week: 10/15/12 Week: 10/22/12 Week: 10/29/12 15 WISN 10/02 Start Date Week: 10/01/12 | End Date
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\$850.00 | NM | 11 | \$9,350.00 |
| Start Date Week: 10/01/12 Week: 10/08/12 Week: 10/15/12 Week: 10/22/12 Week: 10/29/12 15 WISN 10/02 Start Date Week: 10/01/12 Spot Ch Da 1 W/SN 10 See MG 2: | End Date 10/07/12 10/14/12 10/21/12 10/28/12 11/04/12 /12 11/02/- End Date 10/07/12 ate Range //01/12-10/07/ | Weekdays -TWTFTWTFTWTFTWTF 12 Entertainme Weekdays -TWTF Description //12 Entertainme | Spots/Week 2 3 3 4 ent Tonight Spots/Week 2 ent Tonight | Rate
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Type | 11 | \$9,350.00 |
| Start Date Week: 10/01/12 Week: 10/08/12 Week: 10/15/12 Week: 10/22/12 Week: 10/29/12 15 WISN 10/02/ Start Date Week: 10/01/12 Spot Ch Date 1 W/SN 10/08/12 Week: 10/08/12 | End Date 10/07/12 10/14/12 10/28/12 11/04/12 /12 11/02/ End Date 10/07/12 ate Range //01/12-10/07/ | Weekdays -TWTFTWTFTWTFTWTF 12 Entertainme Weekdays -TWTF Description //12 Entertainme | Spots/Week 2 3 3 4 ent Tonight Spots/Week 2 lent Tonight 2 | Rate
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ength | | NM
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| Start Date Week: 10/01/12 Week: 10/08/12 Week: 10/15/12 Week: 10/22/12 Week: 10/29/12 15 WISN 10/02 Start Date Week: 10/01/12 Spot Ch Da 1 W/SN 10 See MG 2: | End Date 10/07/12 10/14/12 10/21/12 10/28/12 11/04/12 /12 11/02/- End Date 10/07/12 ate Range //01/12-10/07/ | Weekdays -TWTFTWTFTWTFTWTF 12 Entertainme Weekdays -TWTF Description //12 Entertainme | Spots/Week 2 3 3 4 ent Tonight Spots/Week 2 ent Tonight | Rate
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\$850.00
Start/End Time
630p-7pm | :3
Weekdays L | 30
ength | | NM
Type | 11 | \$9,350.00 |

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

| Contract / Revision | Alt Order # | 939457 / 7 | 06262067 | | Product | Estimate #

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 10/10/12 / 10/10/12

| | | Spots/ | | | |
|---|--------------------------|-----------------------|-------------|------|-------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | Type S | pots | Amount |
| Start Date End Date Weekdays Spots/Wee | | | | | |
| Week: 10/29/12 11/04/12 -TWTF 3 | \$850.00 | | | | |
| 16 WISN 10/02/12 11/02/12 Good Morning America | 7-9a | :30 | NM | 21 | \$21,000.00 |
| Start Date End Date Weekdays Spots/Wee | | | | | |
| Week: 10/01/12 | \$1,000.00
\$1,000.00 | | - 1 | | |
| Week: 10/08/12 | \$1,000.00 | | | | |
| Week: 10/13/12 10/28/12 -TWTF 5 | \$1,000.00 | | | | |
| Week: 10/29/12 11/04/12 -TWTF 5 | \$1,000.00 | | 1 | | |
| 17 WISN 10/02/12 11/02/12 LIVE WITH KELLY! | 9-10am | :30 | NM | 14 | \$6,300.00 |
| Start Date End Date Weekdays Spots/Wee | | .50 | '''' | 17 | Ψ0,000.00 |
| Week: 10/01/12 10/07/12 -TWTF 2 | \$450.00 | | | | |
| Week: 10/08/12 | \$450.00 | | | | |
| Week: 10/15/12 | \$450.00 | | | | |
| Week: 10/22/12 10/28/12 -TWTF 3 | \$450.00 | | | | |
| Week: 10/29/12 11/04/12 -TWTF 4 | \$450.00 | | | | |
| 18 WISN 10/26/12 10/26/12 2020 | Fri 9-10p | :30 | MM | 1 | \$3,000.00 |
| Start Date | | | - 1 | | |
| Week: 10/22/12 10/28/121 1 | \$3,000.00 | | | | |
| 19 WISN 10/08/12 11/05/12 Dancing | Prime Other | :30 | NM | 5 | \$25,000.00 |
| Start Date End Date Weekdays Spots/Wee | | | | | |
| Week: 10/08/12 10/14/12 1 1 Week: 10/15/12 10/21/12 1 1 | \$5,000.00 | | | | |
| Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1 | \$5,000.00
\$5,000.00 | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | <u>Туре</u> | | |
| 3 WISN 10/22/12-10/28/12 Dancing | Prime Other | M:30 \$5,000.00 | NM | | |
| See MG 19.6 | 7 mile Saler | \$0,000.00 | 7, | | |
| 6 WISN 10/22/12-10/28/12 Dancing | Mon 7-8p | M :30 \$5,000.00 | NM | | |
| ⊕ MG for 19.3 10/22 | • | | | | |
| Week: 10/29/12 11/04/12 1 1 | \$5,000.00 | | | | |
| Week: 11/05/12 11/11/12 1 1 | \$5,000.00 | | | | |
| 20 WISN 10/22/12 10/29/12 Castle | Mon 9-10p | :30 | NM | 1 | \$4,000.00 |
| Start Date End Date Weekdays Spots/Wee | _ | | | | |
| Week: 10/22/12 10/28/12 1 1 | \$4,000.00 | | <u> </u> | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | <u>Type</u> | | |
| 1 WISN 10/22/12-10/28/12 Castle | Mon 9-10p | M :30 \$4,000.00 | NM | | |
| Credited Week: 10/29/12 11/04/12 1 1 | \$4,000.00 | | | | |
| 21 WISN 10/06/12 11/03/12 Late News Sa 10pm | 10-1035p | :30 | NM | 5 | \$3,000,00 |
| Start Date End Date Weekdays Spots/Wee | • | .00 | , ,,,,, | • | Ψο,σοσ.σσ |
| Week: 10/01/12 10/07/121- 1 | \$600.00 | | | | |
| Week: 10/08/12 10/14/121- 1 | \$600.00 | | | | |
| Week: 10/15/12 10/21/121- 1 | \$600.00 | | | | |
| Week: 10/22/12 10/28/121- 1 | \$600.00 | | | | |
| Week: 10/29/12 11/04/121- 1 | \$600.00 | | | | |
| 22 WISN 10/13/12 10/13/12 College Football Game # | | :30 | NM | 1 | \$6,500.00 |
| Start Date End Date Weekdays Spots/Wee | ek Rate | | | | |
| Week: 10/08/12 10/14/121- 1 | \$6,500.00 | | l | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Alt Order# Contract / Revision 939457 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

| | | Spots/ | | |
|---|----------------------------|--|--------------------------|------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | Type Spots | Amount |
| Start Date End Date Weekdays Spots/Week | Rate
Start/End Time | Modeles lends | Tuna | |
| Spot Ch Date Range Description 1 WISN 10/08/12-10/14/12 College Football Game #2 | Start/End Time
230p-6p | <u>Weekdays</u> <u>Length</u> <u>Rate</u>
Sa :30 \$6,500.00 | <u>Type</u>
NM | |
| See MG 22.2 | 200p-op | 34 .50 40,500.00 | 14141 | |
| 2 WISN 10/06/12-10/06/12 College Football BADGER | 230p-6p | Sa :30 \$6,500.00 | NM | |
| → MG for 22.1 10/13 | | | | |
| 23 WISN 10/06/12 11/03/12 News Sa 6p-630p | 6-630pm | :30 | NM 8 | \$8,250.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1 | <u>Rate</u>
\$500.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | <u>Type</u> | |
| 1 WISN 10/01/12-10/07/12 News Sa 6p-630p | 6-630pm | Sa :30 \$500.00 | NM | |
| See MG 23.6 | -,- | | | |
| 6 WISN 10/01/12-10/07/12 Late News 1030PM | 1030p-11p | MTuWThF :30 \$1,350.00 | NM | |
| ⊕ MG for 15.1,23.1 | 6500.00 | | ŀ | |
| Week: 10/08/12 10/14/121- 1 <u>Spot Ch</u> <u>Date Range</u> Description | \$500.00
Start/End Time | Weekdays Length Rate | Tuno | |
| 2 WISN 10/08/12-10/14/12 News Sa 6p-630p | 6-630pm | <u>Weekdays Length Rate</u>
5a :30 \$500.00 | <u>Type</u>
<i>NM</i> | |
| See MG 23.7,23.8,23.9,23.10 | 0 000pm | 4000.00 | 7.4.4.1 | |
| 7 WISN 10/10/12-10/12/12 Late News 1030PM | 1030p-11p | wThF :30 \$1,500.00 | ММ | |
| (h) MG for 25.2,2.4,27.1,27.2,2.3,23.2 | | | | |
| 8 WISN 10/10/12-10/12/12 Late News 1030PM | 1030p-11p | wThF :30 \$1,500.00 | NM | |
| MG for 25.2,2.4,27.1,27.2,2.3,23.2 WISN 10/10/12-10/12/12 Late News 1030PM | 1030p-11p | WThF :30 \$1,500.00 | NM | |
| ® MG for 25.2,2.4,27.1,27.2,2,3,23.2 | 10000 110 | W1111 1.00 \$1,000.00 | 11191 | |
| 10 WISN 10/13/12-10/13/12 Prime Nascar | M-Su 6-1030PM | Sa :30 \$900.00 | NM | |
| MG for 25.2,2.4,27.1,27.2,2.3,23.2 | | | | |
| Week: 10/15/12 10/21/121- 1 | \$500.00 | | | |
| Week: 10/22/12 10/28/121- 1 Week: 10/29/12 11/04/121- 1 | \$500.00
\$500.00 | | | |
| 24 WISN 10/13/12 11/03/12 Sa 458-6a | | .20 | | **** |
| Start Date End Date Weekdays Spots/Week | 456-6AM
Rate | :30 | NM 4 | \$800.00 |
| Week: 10/08/12 10/14/121- 1 | \$200.00 | | | |
| Week: 10/15/12 10/21/121- 1 | \$200.00 | | | |
| Week: 10/22/12 10/28/121- 1 | \$200.00 | | | |
| Week: 10/29/12 11/04/121- 1 | \$200.00 | | | |
| 25 WISN 10/06/12 11/03/12 News Sa 6p-630p | 6-630pm | :30 | NM 4 | \$2,800.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1 | <u>Rate</u>
\$700.00 | | | |
| Week: 10/08/12 10/14/121- 1 | \$700.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | Type | |
| 2 WISN 10/08/12-10/14/12 News Sa 6p-630p | 6-630pm | Sa :30 \$700.00 | NM | |
| See MG 23.7,23.8,23.9,23.10 | **** | | | |
| Week: 10/15/12 10/21/121- 1 Week: 10/22/12 10/28/121- 1 | \$700.00 | | | |
| Week: 10/29/12 11/04/121- 1 | \$700.00
\$700.00 | | | |
| 26 WISN 10/06/12 11/03/12 Sat GMA | 6-7a | -30 | NIA 5 | \$2.000.00 |
| Start Date End Date Weekdays Spots/Week | 6-7a
<u>Rate</u> | :30 | NM 5 | \$3,000.00 |
| Week: 10/01/12 10/07/121 1 | \$600.00 | | ļ | |
| Week: 10/08/12 10/14/121- 1 | \$600.00 | | I | |
| Week: 10/15/12 10/21/121- 1 | \$600.00 | | | |

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Contract / Revision Alt Order# 939457 06262067 1 7 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

| | | Spots/ | | |
|---|----------------------------|-----------------------|--------------------------|------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | Type Spots | Amount |
| Start Date End Date Weekdays Spots/Week | Rate | | | |
| Week: 10/22/12 10/28/121- 1 Week: 10/29/12 11/04/121- 1 | \$600.00 | | | |
| | \$600.00 | | | |
| 27 WISN 10/20/12 11/03/12 SA 630-7p Start Date End Date Weekdays Spots/Week | 630p-7p | :30 | NM 0 | \$0.00 |
| Week: 10/15/12 10/21/121- 1 | <u>Rate</u>
\$500.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | Type | |
| 1 WISN 10/15/12-10/21/12 SA 630-7p | 630p-7p | Sa :30 \$500.00 | NM | |
| See MG 23.7,23.8,23.9,23.10 | | | | |
| Week: 10/22/12 | \$0.00 | | | |
| Week: 10/29/12 | \$500.00
Start/End Time | Weekdays Length Rate | Tuna | |
| 2 WISN 10/29/12-11/04/12 SA 630-7p | 630p-7p | Weekdays Length Rate | <u>Type</u>
<i>NM</i> | |
| See MG 23.7,23.8,23.9,23.10 | 030p-7p | σο:σοσ | 14141 | |
| 28 WISN 10/13/12 10/27/12 Sat 630-7p | 630-7p | :30 | NM 2 | \$2,000.00 |
| Start Date End Date Weekdays Spots/Week | Rate | .50 | (11) | \$2,000.00 |
| Week: 10/08/12 10/14/121 1 | \$1,000.00 | | | |
| Week: 10/15/12 10/21/12 0 | \$0.00 | | | |
| Week: 10/22/12 10/28/121- 1 | \$1,000.00 | | | |
| 29 WISN 10/06/12 10/20/12 ABC Prime College Footbal | · . | :30 | NM 3 | \$3,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1 | <u>Rate</u>
\$1,000.00 | | | |
| Week: 10/08/12 10/14/12 0 | \$0.00 | | | |
| Week: 10/15/12 10/21/122- 2 | \$1,000.00 | | | |
| 30 WISN 10/13/12 11/03/12 News Sat 7-9a | 7-9am | :30 | NM 4 | \$1,800.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | , | 47,000.00 |
| Week: 10/08/12 10/14/121- 1 | \$450.00 | | | |
| Week: 10/15/12 10/21/121- 1 Week: 10/22/12 10/28/121- 1 | \$450.00 | | Ī | |
| Week: 10/29/12 11/04/121- 1 | \$450.00
\$450.00 | | | |
| 31 WISN 10/07/12 11/04/12 Late News 10pm | | .20 | | 00 000 00 |
| Start Date End Date Weekdays Spots/Week | 10p-1030p
Rate | :30 | NM 5 | \$8,000.00 |
| Week: 10/01/12 10/07/121 1 | \$1,600.00 | | 1 | |
| Week: 10/08/12 10/14/121 1 | \$1,600.00 | | | |
| Week: 10/15/12 10/21/121 1 | \$1,600.00 | | | |
| Week: 10/22/12 10/28/121 1 | \$1,600.00 | | | |
| Week: 10/29/12 11/04/121 1 | \$1,600.00 | | | |
| 32 WISN 10/14/12 11/04/12 Late News SU 1030PM | 1030p-11p | :30 | NM 4 | \$3,800.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121 1 | <u>Rate</u>
\$950.00 | | l | |
| Week: 10/15/12 10/21/121 1 | \$950.00 | | | |
| Week: 10/22/12 10/28/121 1 | \$950.00 | | | |
| Week: 10/29/12 11/04/121 1 | \$950.00 | | | |
| 33 WISN 10/14/12 11/04/12 Su 458-6a | 458-6AM | :30 | NM 4 | \$800.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | 1 | 40,40 |
| Week: 10/08/12 10/14/121 1 | \$200.00 | | 1 | |
| Week: 10/15/12 10/21/121 1 Week: 10/22/12 10/28/121 1 | \$200.00
\$200.00 | | 1 | |
| Week: 10/22/12 10/20/121 1 | \$200.00 | | 1 | |
| ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, | \$200.00 | | Į. | |

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Contract / Revision Alt Order # 06262067 939457 / 7 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

| *Line Ch Start Date End Date Description | Start/End Time | Spots/ Days Length Week Rate | Type Spots | Amount |
|--|---------------------------|------------------------------|-------------|-------------|
| Start Date End Date Weekdays Spots/Week | Rate | Days Longin Week Rate | Type opols | Amount |
| 34 WISN 10/07/12 11/04/12 News Sun 530pm | 530-6p | :30 | NM 5 | \$3 E00 00 |
| Start Date End Date Weekdays Spots/Week | Rate | .30 | INIVI 5 | \$2,500.00 |
| Week: 10/01/12 10/07/121 1 | \$500.00 | | | |
| Week: 10/08/12 10/14/121 1 | \$500.00 | | | |
| Week: 10/15/12 10/21/121 1 | \$500.00 | | | |
| Week: 10/22/12 10/28/121 1 | \$500.00 | | | |
| Week: 10/29/12 11/04/121 1 | \$500.00 | | | |
| 35 WISN 10/07/12 11/04/12 Sun GMA | 6-7a | :30 | NM 5 | \$2,000.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | |
| Week: 10/01/12 10/07/121 1 | \$400.00 | | | |
| Week: 10/08/12 10/14/121 1 Week: 10/15/12 10/21/121 1 | \$400.00 | | | |
| Week: 10/15/12 | \$400.00
\$400.00 | | | |
| Week: 10/29/12 11/04/121 1 | \$400.00 | | | |
| | | 00 | | ** |
| 36 WISN 10/21/12 10/21/12 Once Start Date End Date Weekdays Spots/Week | Sun 7-8p | :30 | NM 1 | \$2,500.00 |
| Week: 10/15/12 10/21/121 1 | <u>Rate</u>
\$2,500.00 | | | |
| 37 WISN 10/07/12 11/04/12 News Sun 7-9a | 7-9am | :30 | NM 5 | \$2,000.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | |
| Week: 10/01/12 10/07/121 1 | \$400.00 | | | |
| Week: 10/08/12 | \$400.00
\$400.00 | | | |
| Week: 10/13/12 10/21/121 1 | \$400.00
\$400.00 | | | |
| Week: 10/29/12 11/04/121 1 | \$400.00 | | İ | |
| 38 WISN 10/14/12 11/04/12 This Week With George Ste | | :30 | NISA O | £2 000 00 |
| Start Date End Date Weekdays Spots/Week | Rate | :50 | NM 2 | \$2,000.00 |
| Week: 10/08/12 10/14/121 1 | \$1,000.00 | | | |
| Week: 10/15/12 10/21/12 0 | \$0.00 | | İ | |
| Week: 10/22/12 10/28/12 0 | \$0.00 | | | |
| Week: 10/29/12 11/04/121 1 | \$1,000.00 | | | |
| 39 WISN 10/09/12 10/23/12 DanceResults | Tue 7-8p | :30 | NM 3 | \$12,500.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | |
| Week: 10/08/12 10/14/12 -1 1 | \$5,000.00 | | _ | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | <u>Type</u> | |
| 1 WISN 10/08/12-10/14/12 DanceResults | Tue 7-8p | -Tu :30 \$5,000.00 | NM | |
| See MG 39.3,39.4
3 WISN 10/08/12-10/14/12 DWTS Results | Tue 8-9p | -Tu :30 \$5,000.00 | NM | |
| (f) MG for 40.2,39.1 | rue o-ap | .30 \$5,000.00 | INIVI | |
| 4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis | Tue 7-8p | -Tu :30 \$2,500.00 | NM | |
| (f) MG for 40.2,39.1 | , | | ` '''' [| |
| Week: 10/15/12 10/21/12 0 | \$0.00 | | | • |
| Week: 10/22/12 10/28/12 -1 1 | \$5,000.00 | | l l | |
| 40 WISN 10/02/12 10/09/12 HappyEnd | Tue 8-9p | :30 | NM 1 | \$2,500.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | +=,500.00 |
| Week: 10/01/12 10/07/12 -1 1 | \$2,500.00 | | l | |

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759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Alt Order# Contract / Revision 939457 06262067 / 7

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

| | | Spots/ | | |
|--|-----------------------------|---|--------------------------|------------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | Type Spots | Amount |
| Start Date End Date Weekdays Spots/Week | Rate | We-led Landb Date | T | · |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | Type | |
| 1 WISN 10/01/12-10/07/12 HappyEnd
See MG 40.3 | Tue 8-9p | -Tu :30 \$2,500.00 | NM | |
| 3 WISN 10/01/12-10/07/12 DWTS Results | Tue 8-9p | -Tu :30 \$ 2.500.00 | NM | |
| © See MG 40.4 | ruc o op | .30 \$2,500.00 | '''' | |
| 4 WISN 10/01/12-10/07/12 DWTS | Tue 7-8p | -Tu :30 \$2,500.00 | NM | |
| MG for 40.3 10/02 | • | , | | |
| Week: 10/08/12 10/14/12 -1 1 | \$2,500.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | <u>Type</u> | |
| 2 WISN 10/08/12-10/14/12 HappyEnd | Tue 8-9p | -Tu :30 \$ 2,500.00 | NM | |
| See MG 39.3,39.4 | - | | | |
| 41 WISN 10/02/12 10/30/12 PrivatePractice | Tue 9-10p | :30 | NM 2 | \$4,400.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | |
| Week: 10/01/12 10/07/12 -1 1 | \$2,200.00 | Manual Laurette Date | T | |
| Spot Ch Date Range Description | Start/End Time
Tue 9-10p | <u>Weekdays Length Rate</u>
-Tu :30 \$2,200.00 | <u>Type</u>
<i>NM</i> | |
| 1 WISN 10/01/12-10/07/12 PrivatePractice
See MG 41.4 | 1 de 9-10p | -1030 \$2,200.00 | IVIVI | |
| 4 WISN 10/01/12-10/07/12 Scandal | Thu 9-10p | Th :30 \$2,200.00 | NM | |
| (f) MG for 41.1 10/02 | That of Top | 02,200.00 | 71111 | |
| Week: 10/08/12 10/14/12 0 | \$0.00 | | | |
| Week: 10/15/12 10/21/12 -1 1 | \$2,200.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | <u>Type</u> | |
| 2 WISN 10/15/12-10/21/12 PrivatePractice | Tue 9-10p | -Tu :30 \$2,200.00 | NM | |
| Credited | | | | |
| Week: 10/22/12 10/28/12 0 | \$0.00 | | | |
| Week: 10/29/12 11/04/12 -1 1 | \$2,200.00 | | | |
| 42 WISN 10/16/12 10/30/12 HappyEnd | Tue 8-9p | :30 | NM 2 | \$6,000.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | |
| Week: 10/15/12 10/21/12 -1 1 | \$3,000.00 | Mankalana I sastia Data | T | |
| Spot Ch Date Range Description 1 WISN 10/15/12-10/21/12 HappyEnd | Start/End Time Tue 8-9p | <u>Weekdays</u> <u>Length</u> <u>Rate</u>
-Tu :30 \$3.000.00 | <u>Type</u>
<i>NM</i> | |
| Credited | rue o- s p | -Tu :30 \$3,000.00 | IVIVI | |
| Week: 10/22/12 10/28/12 -1 1 | \$3,000.00 | | | |
| Week: 10/29/12 11/04/12 -1 1 | \$3,000.00 | | | |
| 43 WISN 10/27/12 10/27/12 College Football Game #2 | 230p-6p | :30 | NM 1 | \$7,000.00 |
| Start Date End Date Weekdays Spots/Week | Rate | .00 | 14141 | \$7,000.00 |
| Week: 10/22/12 10/28/121- 1 | \$7,000.00 | | | |
| 44 WISN 11/03/12 11/03/12 ABC Prime College Footba | I 7-1030p | :30 | NM 2 | \$2,600,00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | 42,000.00 |
| Week: 10/29/12 11/04/122- 2 | \$1,300.00 | | | |
| 45 WISN 10/28/12 10/28/12 Sun 9-930A | 9-930A | :30 | NM 2 | \$450.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | • |
| Week: 10/22/12 10/28/122 2 | \$225.00 | | | |
| 46 WISN 10/22/12 10/22/12 General Hospital | 2-3pm/1-2p | :30 | NM 1 | \$350.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | |
| Week: 10/22/12 10/28/12 1 1 | \$350.00 | | | |
| 47 WISN 11/06/12 11/06/12 General Hospital | 2-3pm/1-2p | :30 | NM 1 | \$350.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1 | <u>Rate</u>
\$350.00 | | | |
| Froom Thought Thiniz -1 | φυσυ.υυ | | | |

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Contract / Revision Alt Order# 06262067 939457

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision Advertiser 10/10/12 / 10/10/12 Democratic Senatorial Ca

| *Line Ch Start Date End Date Description | Start/End Time | Spots/ Days Length Week Rate | TypeS | note | Amount |
|--|---------------------------|------------------------------|-------|------|------------|
| Start Date End Date Weekdays Spots/Week | Rate | Days Length Week Mate | Typeo | pota | Amount |
| 48 WISN 10/15/12 11/05/12 Late News 10PM | 10-1030p | :30 | NM | 4 | \$6.400.00 |
| Start Date End Date Weekdays Spots/Week | Rate | .30 | 14101 | 4 | \$6,400.00 |
| Week: 10/15/12 10/21/12 1 1 | \$1,600.00 | | | | |
| Week: 10/22/12 10/28/12 1 1 | \$1,600.00 | | | | |
| Week: 10/29/12 11/04/12 1 1 | \$1,600.00 | | | | |
| Week: 11/05/12 11/11/12 1 1 | \$1,600.00 | | | | |
| 49 WISN 10/15/12 11/05/12 The View | 10-11am | :30 | NM | 4 | \$2,000.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | | |
| Week: 10/15/12 10/21/12 1 1 | \$500.00 | | 1 | | |
| Week: 10/22/12 10/28/12 1 1 | \$500.00 | | | | |
| Week: 10/29/12 11/04/12 1 1 | \$500.00 | | | | |
| Week: 11/05/12 11/11/12 1 1 | \$500.00 | | | | |
| 50 WISN 11/06/12 11/06/12 The View | 10-11am | :30 | NM | 1 | \$500.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1 | <u>Rate</u>
\$500.00 | | | | |
| · · | | | 1111 | | |
| 51 WISN 10/15/12 11/05/12 ANDERSON COOPER | M-F 11A-12P | :30 | NM | 4 | \$900.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 1 1 | <u>Rate</u>
\$225.00 | | | | |
| Week: 10/22/12 10/28/12 1 1 | \$225.00 | | | | |
| Week: 10/29/12 11/04/12 1 1 | \$225.00 | | | | |
| Week: 11/05/12 11/11/12 1 1 | \$225.00 | | | | |
| 52 WISN 10/29/12 11/05/12 3-4p | 3-4p | :30 | NM | 2 | \$1,000.00 |
| Start Date End Date Weekdays Spots/Week | Rate | .00 | | - | 41,000.00 |
| Week: 10/29/12 11/04/12 1 1 | \$500.00 | | | | |
| Week: 11/05/12 11/11/12 1 1 | \$500.00 | | | | |
| 53 WISN 11/06/12 11/06/12 3-4p | 3-4p | :30 | NM | 1 | \$500.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | | |
| Week: 11/05/12 11/11/12 -1 1 | \$500.00 | | | | |
| 54 WISN 10/29/12 11/05/12 DR. OZ | 4P-5P | :30 | NM | 2 | \$1,200.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | | |
| Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1 | \$600.00 | | | | |
| | \$600.00 | | | | |
| 55 WISN 10/15/12 11/05/12 News M-F 5p | 5-530pm | :30 | NM | 4 | \$4,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>
Week: 10/15/12 10/21/12 1 1 | <u>Rate</u>
\$1,000.00 | | | | |
| Week: 10/22/12 10/28/12 1 1 | \$1,000.00 | | | | |
| Week: 10/29/12 11/04/12 1 1 | \$1,000.00 | | , | | |
| Week: 11/05/12 11/11/12 1 1 | \$1,000.00 | | | | |
| 56 WISN 10/15/12 11/05/12 News M-F 5a | 5-6A | :30 | NM | 4 | \$1,400.00 |
| Start Date | Rate | | | • | ₩1,400.00 |
| Week: 10/15/12 10/21/12 1 1 | \$350.00 | | | | |
| Week: 10/22/12 10/28/12 1 1 | \$350.00 | | | | |
| Week: 10/29/12 11/04/12 1 1 | \$350.00 | | | | |
| Week: 11/05/12 11/11/12 1 1 | \$350.00 | | | | |
| 57 WISN 10/08/12 11/05/12 News M-F 6p | 6-630pm | :30 | NM | 5 | \$6,000.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | | |
| Week: 10/08/12 10/14/12 1 1 Week: 10/15/12 10/21/12 1 1 | \$1,200.00 | | ļ | | |
| Week: 10/15/12 10/21/12 1 1 | \$1,200.00 | | l | | |

^{(*} Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Week: 10/01/12

10/07/12

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812
 Contract / Revision
 Alt Order #

 939457 / 7
 06262067

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

Spots/ *Line Type Spots Ch Start Date End Date Description Start/End Time Days Length Week Rate Amount End Date Weekdays Start Date Spots/Week Rate Week: 10/22/12 10/28/12 1----1 \$1,200.00 Week: 10/29/12 11/04/12 1----1 \$1,200.00 1----Week: 11/05/12 11/11/12 \$1,200.00 1 58 WISN 10/15/12 11/05/12 News M-F 6a :30 NM \$4,000.00 Start Date End Date Weekdays 1 - 1 Spots/Week Rate Week: 10/15/12 10/21/12 \$1,000.00 1 Week: 10/22/12 10/28/12 1 \$1,000.00 Week: 10/29/12 11/04/12 1 \$1,000.00 Week: 11/05/12 11/11/12 1 \$1,000.00 WISN 11/06/12 11/06/12 News M-F 6a :30 NM 1 \$1,000.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 11/05/12 \$1,000.00 11/11/12 -1----1 WISN 10/22/12 11/05/12 **Entertainment Tonight** 630p-7pm :30 NM 3 \$2,550.00 Weekdays Spots/Week Start Date End Date Rate Week: 10/22/12 10/28/12 1 \$850.00 Week: 10/29/12 1----11/04/12 1 \$850.00 Week: 11/05/12 1----11/11/12 1 \$850.00 WISN 10/08/12 11/05/12 Good Morning America :30 NM 5 \$5,000.00 Start Date **End Date Weekdays** Spots/Week Rate Week: 10/08/12 \$1,000.00 10/14/12 1 Week: 10/15/12 10/21/12 1-----1 \$1,000.00 Week: 10/22/12 10/28/12 1----1 \$1,000.00 Week: 10/29/12 11/04/12 1 \$1,000.00 11/11/12 Week: 11/05/12 1----\$1,000.00 62 WISN 11/06/12 11/06/12 Good Morning America :30 NM 1 \$1,000.00 Start Date End Date **Weekdays** Spots/Week Rate Week: 11/05/12 11/11/12 -1----\$1,000.00 63 WISN 10/15/12 11/05/12 LIVE WITH KELLY! 9-10am :30 NM \$1,800.00 End Date Weekdays Start Date Spots/Week Rate Week: 10/15/12 10/21/12 \$450.00 1 Week: 10/22/12 10/28/12 1----\$450.00 1 1-----Week: 10/29/12 11/04/12 1 \$450.00 1----Week: 11/05/12 11/11/12 1 \$450.00 64 WISN 10/06/12 PostBadger 10/06/12 PostBadger :30 NM 1 \$1,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ----S-\$1,000.00 65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost 630-7p, 6-630p :30 NM \$1,500.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 \$1,500.00 ---S-66 WISN 10/04/12 10/04/12 LastResort Thu 7-8p :30 NM 1 \$3,000.00 End Date Spots/Week Start Date Weekdays Rate Week: 10/01/12 10/07/12 ---T---\$3,000.00 WISN 10/04/12 10/05/12 News M-F 5a 5-6A :30 NM \$350.00 Start Date End Date Spots/Week <u>Weekdays</u> Rate Week: 10/01/12 10/07/12 \$350.00 WISN 10/06/12 10/06/12 Sa 458-6a 456-6AM :30 NM \$250.00 Start Date End Date Spots/Week Weekdays Rate

(* Line Transactions: N = New, E = Edited, D = Deleted)

\$250.00

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10/10/12 / 10/10/12



| | Contract / Revision
939457 / 7 | <u>Alt Order #</u>
06262067 |
|---------------------------------------|-----------------------------------|--------------------------------|
| Contract Dates
10/02/12 - 11/06/12 | Product
DSCC-IE | Estimate #
1533 |
| Advertiser | Oı | riginal Date / Revision |

| *Line Ch Start Date End Date Description | Start/End Time Da | Spots/
ays Length Week Rate | Type | Spots | Amount |
|---|---|--------------------------------|------|-------|--------------|
| Start Date End Date Weekdays Spots/Week | Rate | | | | |
| 69 WISN 10/07/12 10/07/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12 1 | 458-6AM
<u>Rate</u>
\$200.00 | :30 | NM | 1 | \$200.00 |
| 70 WISN 10/04/12 10/05/12 KATIE COURIC Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12TF 2 | M-F 2-3P
<u>Rate</u>
\$400.00 | :30 | NM | 2 | \$800.00 |
| 71 WISN 10/04/12 10/05/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1 | 11p-1130p
<u>Rate</u>
\$1,500.00 | :30 | NM | 1 | \$1,500.00 |
| 72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12S- 1 | INSIDE HUD 1035 _I
<u>Rate</u>
\$250.00 | :30 | NM | 1 | \$250.00 |
| | | Totals | | 352 | \$321,300.00 |

Democratic Senatorial Ca

| Time Period | # of Spots | Gross Amount | Net Amount |
|--------------------|------------|--------------|--------------|
| 10/01/12 -10/28/12 | 252 | \$232,100.00 | \$197,285.00 |
| 10/29/12 -11/06/12 | 100 | \$89,200.00 | \$75,820.00 |
| Totals | 352 | \$321,300.00 | \$273,105.00 |

| Signature: | Date: | |
|------------|-------|--|
| | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

S. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

| (b) | The Station shall exercise normal precautions in handling o | f property and mail, but assumes no liability for loss or damage to program or commercia |
|-------------------------------------|---|--|
| materials and other property furnis | shed by the Agency in connection with broadcasts hereunder. | The Station will not accept or process mail, correspondence, or telephone calls in |
| connection with broadcasts excep | t after its prior approval. | · · · · · · · · · · · · · · · · · · · |

- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be falling to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]